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Replies from advertisers in "Audiovisual Instruction" and from exhibitors at the Department of Audiovisual Instruction Convention were used in compiling this annual catalog of newly released or soon to be released products for audiovisual instruction. The Guide lists and describes books, catalogs, and sources; charts, maps, models, and study prints; display, storage, and maintenance products; films for rental and/or purchase; filmstrip series; furniture; information retrieval systems; learning and administrative systems; projection equipment; p"oduction equipment and materials; tape recorders, reproducers, and duplicators; records and tapes; television cameras; and transparencies and slides. Entries also include information on availability and the manufacturer's address. (TI)

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AVI Guide to New Products

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AVI GUIDE TO NEW PRODUCTS

A Note From the Editors

For the second consecutive year, AUDIOVISUAL INSTRUCTION is issuing the annual GUIDE TO NEW PRODUCTS. As with the 1967 Guide, letters were sent to all AVI advertisers and DAVI Convention exhibitors requesting descriptions of products released since April 1, 1968, or to be released during the 1968-69 school year. The eligible responses received were used in compiling this Guide.

The editors are aware that the Guide is only a partial listing of all new products available, but space limitations have necessitated limiting the number of entries per company. No attempt has been made to verify the fact that the products included fulfill the time specifications set forth, nor does inclusion in this Guide constitute endorsement by AUDIOVISUAL INSTRUCTION or the publisher, the Department of Audiovisual Instruction.

Each entry lists the name and address of the producer. Should you, the reader, wish additional information on any product listed, we urge you to use one of the postcards provided at the end of the Guide to write directly to the manufacturer. *Please do not send any information requests to AVI—write directly to the producer.*

The editors would welcome any comments you might have regarding the value of the Guide, or any suggestions for its improvement. Please complete the postcard provided for this purpose so that we may consider your ideas in planning future Guides.

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BOOKS, CATALOGS, AND SOURCES

Wm. C. Brown Book Co. is currently offering a new revised edition of *A-V Equipment Self-Instructional Manual* by S. C. Oates. This revised edition contains operation instructions on the following: Filmstrip Projectors—B & H Schoolmate, Kodak, Standard 750C, Viewlex V-25-P; Tape Recorders—Audiotronics 110, Revere T-3000, Sony TC-200, Webcor 2110, Wollensak T-1500; Motion Picture Projectors—B & H 185-385, 535, 552, Graflex 16, Kodak Pageant 085, 154-S, RCA 416, 1600, Victor; Opaque Projectors—general operation instructions; and Overhead Projectors—general operation instructions and information on how to make transparencies.

The manual contains self-quizzes and performance tests by which the reader or instructor can measure progress.

Unlike most programed material, this manual is cross-indexed so that the reader can quickly find specific information on causes of an operation malfunction.

Copies of the manual can be obtained from: Wm. C. Brown Book Co., 135 Locust, Dubuque, Iowa 52001.

Gellert Publishing Corp. began publication of a new magazine, *Educate,* in May 1968. Referred to as "a new magazine for innovators in American education," the magazine is aimed at "the instructional influentials," over 40,000 people responsible for new instructional systems and technology.

Educate features interpretive reporting of the introduction of new teaching methods and techniques. There are articles on educational innovation, and news of commercial developments including texts and series, AV devices and materials, student-interactive systems, and teaching aids.

For additional information, write: Gellert Publishing Corp., 33 West 60th St., New York, N.Y. 10023.

Hammond Incorporated has begun publication of a quarterly newsletter, "Teaching with Transparencies," which is concerned with helping teachers provide more meaningful learning experiences for their students through the medium of overhead projection and prepared transparencies.

In the first issue, Eugene H. White, Director of Audio-Visual Services, Los Angeles City Schools, has written a lucid, informative article based on his school district's knowledge and expertise with this effective teaching tool.

Mr. White is the first professional contributor to this quarterly roundup of helpful hints for educators using the overhead projection technique. The second issue was published in May, featuring an article by William H. King, Director, A-V Education, New Jersey State Department of Education.

To be placed on the regular mailing list for this free newsletter, send your name and address to: Education Division, Hammond Incorporated, Maplewood, N.J. 07042.

The New York University Film Library has just released its 1968-69 catalog which lists nearly 1000 nontheatrical motion pictures in 80 subject areas ranging from child growth and development to aging and urban problems. The catalog contains over 225 new titles added since publication of the previous edition. These 16mm films are appropriate for professional groups, adult programs, libraries, churches, hospitals, specialized agencies, and for classroom use as a springboard to new ideas and to stimulate discussion. Film listings and descriptions are arranged alphabetically, cross-referenced in a topical index to facilitate selection.

Copies of the catalog are free to organizations and institutions upon application to: New York University Film Library, 26 Washington Pl., New York, N.Y. 10003.

U.S. Government Film Services, Du Art Film Laboratories Inc. now has available a catalog listing films produced under the auspices of the U.S. Government. Prices for the films have been established by contract with the General Services Administration.

Films of the following governmental agencies are listed: Office of Education; Public Health Service; Veterans Administration; National Gallery of Art; Department of Agriculture; Department of Labor; Post Office; Department of Health, Education and Welfare; and U.S. Army, Office of the Secretary of the Department of Defense, including U.S. Air Force, U.S. Navy and Office of Civil Defense.

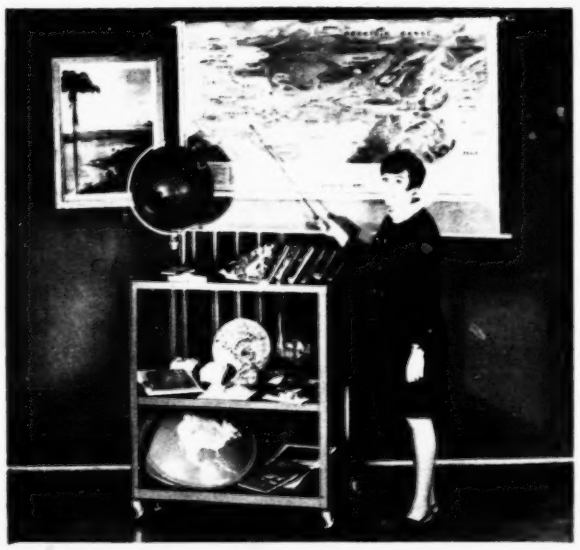
For additional information, write: U.S. Government Film Services, Du Art Film Laboratories Inc., 245 West 55th St., New York, N.Y. 10019.

CHARTS, MAPS, MODELS, AND STUDY PRINTS

Denoyer-Geppert Company announces three new additions to their Geographic Study Prints. These new sets, covering North America, Western Europe, and Africa, augment their existing series of five sets on Eastern Europe, Latin America, Middle East and Southeast Asia, Australia and Oceania. The entire series now consists of 132 prints and covers each continent. Each is designed to acquaint the student with an important geographic area of the world.

Each print is 30" x 21", enlarged from photographic transparencies. Each set of Geographic Study Prints is available with a sturdy oak frame. It permits display of one subject and serves as a storage unit for the balance of the set.

Additional information, including a descriptive color brochure, is available from: Denoyer-Geppert Company, 5235 Ravenswood Ave., Chicago, Ill. 60640.



Denoyer-Geppert Company introduces the Map and Chart Carto-Mobile. It is a totally new concept in the display of maps, charts, globes, and models in the classroom. This unique unit includes both display and movement of materials in one, easy-to-handle mobile teaching aid. The CartoMobile is designed to accommodate a wide variety of instructional materials. It enables the teacher to present them conveniently. The unit is ruggedly designed of heavy-gauge, welded steel, shipped completely assembled. Dimensions are 25" wide, 28" long, and 44½" from floor. Three shelves provide 20 square feet of storage and display space. The middle shelf is adjustable to seven positions.

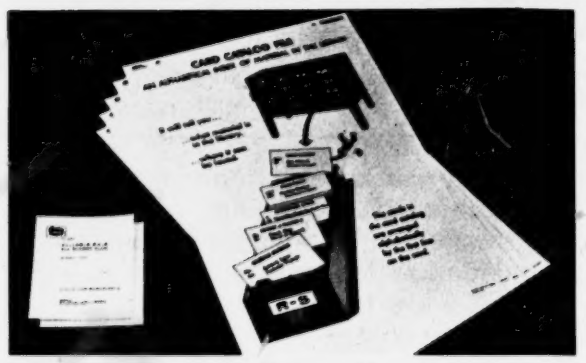
The CartoMobile is your most versatile map and chart display unit. A telescoping tube fits into any of the four corners of the unit. It extends to a height of 9½' above floor level, for display of your largest maps. Maps can be securely stored on both sides of the unit. Up to 34 maps and charts can be conveniently used at one time.

To obtain further information, write: Denoyer-Geppert Company, 5235 Ravenswood Ave., Chicago, Ill. 60640.

Denoyer-Geppert Company presents the Resource Unit on Family Life and Sex Education. This unit was designed to bring a dynamic area of instruction into the curricula of the nation's schools.

The resource unit consists of a set of human development models —eight stages of human birth progression, with removable "babies" in the fourth through eighth models; five charts on human development, each 40" x 28", folded into dustproof covers, with eyelets for ease in hanging; *Curriculum Guide in Sex Education,* by Helen Manley; and a sturdy metal storage box for all of the materials in the unit.

For additional information, including a colorful, illustrated brochure on the Family Life and Sex Education Resource Unit, write: Denoyer-Geppert Company, 5235 Ravenswood Ave., Chicago, Ill. 60640.



Ideal School Supply Company is now offering Library Skill Charts, a completely new series of 18 full-color 23" x 36" charts published on durable white tag. The same 18 charts are also available in transparency form, published by offset on 10 mil., first-quality acetate.

Adequate to offer basic library instruction, the charts include examples of what a library contains, the organization of a library, how to find what is needed, and the responsibilities of a library citizen. A manual is included.

To obtain additional information, including names of area distributors, contact: Ideal School Supply Company, 11000 So. Lavergne Ave., Oak Lawn, Ill. 60453.

Space Photos will soon release their new booklet, listing over 250 earth-terrain photos taken from space during the many orbits of earth. These photos include the many different areas most requested by educators, geologists, scientists, and other specialists. 35mm slides can be ordered at $1 each.

A copy of this booklet can be obtained by writing to: Space Photos, Dept. AI, 2608 Sunset Blvd., Houston, Tex. 77005.

DISPLAY, STORAGE, AND MAINTENANCE

Bro-Dart, Inc.'s new filmstrip file makes it possible to arrange, label, and catalog materials as easily as books. New acquisitions can be interfiled with existing material by subject regardless of when they were purchased without shifting filmstrips from compartment to compartment.

Each drawer is equipped with unique metal dividers with openings at the end which permit shifting filmstrips from row to row or separating them for inserting new acquisitions. Drawers are equipped with extension arms for smooth operation and total access to all stored material. Full 16" drawer labels allow ample space for complete identification of drawer's content by number and subject.

Compact in appearance, the file has a total capacity of 400 strips, or it can be ordered with drawers to accommodate 2" x 2" slides. Styled in attractive Wedgewood Blue and Golden Honey, the file matches and lock-stacks with other Bro-Dart Audio-Visual Storage Equipment.

The file is constructed of high-quality steel with electronically welded double side walls for a lifetime of trouble-free service. The filmstrip file (Cat. 84 500) is 19½" x 10¾" x 17½" and has a shipping weight of 46 pounds. It is priced at $66.90 F.O.B. Williamsport, Pa.

For additional information, write: Bro-Dart, Box 923, 1609 Memorial Ave., Williamsport, Pa. 17701.

Charles Mayer Studios, Inc. has come up with the answer to the question of which Hook tape to use to hold your visuals and display items to the Hook N Loop® board—the Hook Tape Kit.

The Hook Tape Kit contains an assortment of all the adhesive-backed tapes, adhesive, and solvent. All the directions and recommendations are at your fingertips for displaying cards, paper, glass, metal, plastic—even bulky items.

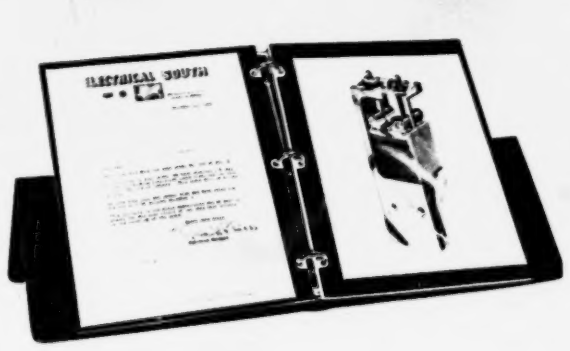
Refills are available for all items in the kit, for the budget-conscious visual instructor.

Write: Charles Mayer Studios, Inc., 776 Commins St., Akron, Ohio 44307.

Charles Mayer Studios, Inc. has introduced its new Swimming Record Board for pools and natatoriums. It is constructed of Hook N Loop® panels, with reusable white molded plastic letters easily attached.

The technique of Hook N Loop® display is simple: Aluminum-backed panels are covered with a fine nylon Loop fabric, and display items, such as the plastic letters or other dimensional objects, will hold to the panels with the application of a little adhesive-backed Hook tape to the rear of the letters or objects. Hooks of the tape interlock with the Loops of the fabric, forming the holding power. Release is quick and easy. In addition, the letters are all pre-Hook-taped for your convenience. The panels are available in 14 attractive fabric colors.

For free sample chip and catalog of other presentation boards, write: Charles Mayer Studios, Inc., 776 Commins St., Akron, Ohio 44307.



National Blank Book Co., Inc. offers the Instant Easel, which can be carried as a ringbook and set up as an easel for quick reference to presentation materials from a standing position or while it is on a tabletop. Instant Easel comes in two basic constructions, ringbook and pamphlet.

The ringbinder, 11" x 8½", with three metal rings and exclusive lock booster to prevent spilled sheets, is available in 1", 1½", and 2" capacities, and ranges in price from $3.75 to $6.60.

The pamphlet binder, priced at $4.75, is made specifically to hold wire-stitched pamphlets and magazines, catalogs, price lists, etc., up to 11" x 8½". It contains a wire rod binding mechanism for 12 pamphlets, and an arrangement to hold them open for presentation or reference on the table or desk top.

Both books have electronically sealed vinyl covers which convert to easel form and then fold back to make an easily carried ringbook. They are ideal for businessmen, students, reference libraries, and displays in windows, or at conventions, shows, seminars, reception rooms, or any other place an easel can best display a proposal, illustration, chart, or other type of reference material.

The Instant Easel is available at your office supply dealer or by writing: National Blank Book Co., Inc., Holyoke, Mass. 01040. The company will send you further information and the name of the dealer nearest you.

Neumade Products Corp. now has available a variety of fireproof, dust-free, all-steel individual sectional compartment cabinets for storing 1" video tape reels.

Each reel has its own double-walled fireproof compartment with safety air chambers completely surrounding it. Self-closing individual doors have full grip handle and changeable index cards. A rubber pad in the bottom of each compartment fully protects the reel if it is accidentally dropped into the storage "vault."

Pictured is the Model ETV-48 cabinet, which holds forty-eight 1" wide video tapes on reels. Size of this model is 67" high x 40" wide x 12" deep.

Write: Neumade Products Corp., Box 568, 720 White Plains Rd., Scarsdale, N.Y. 10583.

H. Wilson Corporation now has available a one-drawer and two-drawer cabinet that is ideal for small- to medium-size users of microfilm. The cabinets lock/stack, and a school may start off by purchasing one and add additional cabinets as requirements demand.

The #8mm model has one drawer and holds 36 reels of 35mm microfilm in boxes, or a larger number of 16mm microfilms. Cost is $39.95. The two-drawer model #2-8mm holds twice as much and costs $59.95.

Also available are stationary and mobile bases to raise the microfilm cabinets off the floor for easier access. For additional information, contact: H. Wilson Corporation, 555 W. Taft Dr., South Holland, Ill. 60473.

FILMS

ACI Films, Inc. now has available *Figures,* the first in a new series of eight films being produced in cooperation with the American Federation of Arts. *Figures* is designed to increase awareness of the human figure as a vehicle of artistic expression and to help the viewer look at works of art with keener perception.

Overall title of the new series is *The Art of Seeing,* and the other films, all of which will be available by November 1, 1968, are as follows: *Same Subject: Different Treatment; Distortion; Line, Surface, Volume; Part and Whole; Order and Disorder; Composition;* and *Frame.*

Suitable for junior high through adult audiences, all films are in 16mm color, with an average running time of 15 minutes each and priced at $180 per print.

Further information is available from: ACI Films, Inc., 16 West 46th St., New York, N.Y. 10036.

ACI Films, Inc. has released *Niko, Boy of Greece,* a 21-minute, 16mm color film for social studies and language arts classes in the elementary and junior high school grades.

Strikingly photographed on the Aegean island of Mykonos, the film presents the pleasures and problems of growing up in another culture, one that is deeply rooted in the past.

Niko, Boy of Greece is designed to provoke classroom discussion of the family's role in society, and of the importance of the assignment and fulfillment of responsibilities as an aid to growing up. The film clearly illustrates the interdependency of community life in an insular culture. For the language arts student, *Niko's* exciting and colorful sequences will inspire and stimulate further activities.

The film is available for purchase at $240 per 16mm print from: ACI Films, Inc., 16 West 46th St., New York, N.Y. 10036.

ACI Films, Inc.'s *Winter: Story of Survival* uses unusual nature photography to study the effects of winter on plant and animal life and to illustrate the various ways in which plants and animals survive the season.

The film is a 14-minute, 16mm color production for science and language arts classes in the elementary and junior high school grades. It will stimulate the student to a greater awareness of the complex life in his natural environment, and will help him to sharpen his observation of the seasons and motivate him to write stories and poems about them.

Priced at $150, the film is available from: ACI Films, Inc., 16 West 46th St., New York, N.Y. 10036.

Atlantis Productions, Inc.'s new film, *Ancient Phoenicia,* is excellent for social studies, history, and geography programs.

Some of the first and most important contributions to the Western World occurred in the ancient Middle East. The significance of Phoenicia comes alive in this film. The Phoenicians were among the first people to use the open seas as a highway for trade and commerce. They colonized the Mediterranean shores, discovered the Atlantic, and were the first to sail around Africa, over 3000 years ago.

The Phoenicians discovered the alphabet and transmitted it to our times. They carried the ideas and civilizations of Egypt and Mesopotamia to other parts of the world. The film develops the main contributions of Phoenicia, constantly pointing out facts relevant to the modern world. It runs for 17 minutes and sells for $190.

For additional information, write: Atlantis Productions, Inc., 894 Sheffield Place, Thousand Oaks, Calif. 91360.

Atlantis Productions, Inc. announces timely and basic revisions of films in two vital areas of the world—the Middle East and West Africa. These revisions are major and include new script and narrator, new sequences, maps, and art work. The civil war in Nigeria and the third Israeli-Arab conflict are treated in such a way that they will remain up to date for many years.

Problems of the Middle East (revised 1968) explains the basic forces molding the fragile destiny of the Middle East. It provides essential concepts and understandings of four principal problems: Minorities and Israel versus Arab unity, agriculture and the scarcity of water, industrialization and education. The Israeli-Arab conflict is placed in perspective with the ultimate needs and goals of the area. A 16mm sound, 22-minute, color production, the film sells for $220.

Nigeria—Problems of Nation Building (formerly titled *Africa Awakens—Modern Nigeria*) was revised in 1968. This film provides a realistic appraisal of nationalism in Africa, particularly Nigeria. It is a useful tool for the understanding of underlying forces in Tropical Africa. Major sequences include the geography and climate of West Africa; the development of prosperous, medieval African empires; navigation along the Niger River; the economy, education, and religion of the nation. The Nigerian civil war is treated in historical perspective as a conflict between rival tribal loyalties. This 16mm sound, 22-minute, color film is priced at $220.

To obtain a preview print for evaluation, or a new print on approval, write: Atlantis Productions, Inc., 894 Sheffield Pl., Thousand Oaks, Calif. 91360.

Atlantis Productions, Inc. has recently released *Negro Kingdoms,* a story of Africa's Golden Age. Important contributions to civilization were made by several advanced and prosperous African kingdoms over 400 years ago. This film traces the history of the changing climate of ancient Africa, the use of metals, the introduction of the camel for trans-Saharan trade, and the influence of Islam.

We see how three centuries of slavery robbed the world of a unique African heritage, and how in our own day newly founded black nations, as well as black peoples everywhere, are looking with pride on the accomplishments of a never-quite-forgotten past.

For use with social studies, history, and geography study, *Negro Kingdoms* is priced at $190. For additional information, write: Atlantis Productions, Inc., 894 Sheffield Pl., Thousand Oaks, Calif. 91360.

Avis Films, Inc. has just completed a series of three industrial arts films showing the use and care of hacksaws, wrenches, and screwdrivers and pliers. All films are available in 16mm and Super 8mm optical-sound and color. The latter media is in cartridges for use with the new Technicolor 1000 optical sound projector. Prices are as follows: *Hacksaws* (16mm, $130; Super 8mm, $97.50); *Wrenches* (16mm, $180; Super 8mm, $135); and *Screwdrivers and Pliers* (16mm, $120; Super 8mm, $90).

Reading Is Important, a companion to the presently available film *Handwriting Is Important,* will be released in the fall of 1968.

A May 1, 1968 illustrated catalog giving further description is available from: Avis Films, Inc., 2408 West Olive Ave., Burbank, Calif. 91506.

Brigham Young University has produced a film on the self-image of adolescents entitled *Mirror, Mirror.* A shy boy becomes aware of the possibilities available to him when he is willing to modify his self-image. This 16mm color, 23-minute film sells for $246.

For additional information, write: Educational Media Services, Brigham Young University, Provo, Utah 84601.

Brigham Young University has released the newest of a series of family life films, entitled *Walk in Their Shoes.* A teenage boy comes to appreciate his parents' concern for him when he is given charge of his younger sister while his parents are out of town. Conflicts arise, and he finds himself echoing many of his parents' admonitions. The film is 16mm color, 23 minutes, and sells for $246.

Catalog and preview requests can be sent to: Educational Media Services, Brigham Young University, Provo, Utah 84601.

Carousel Films Inc. has taken its first venture into the production field with *Family Living and Sex Education,* a new color series for elementary school use.

Two years of careful preparation and research went into the new series, which is composed of four 16mm films designed for pre-kindergarten through 6th grade use.

All Kinds of Babies (pre-kindergarten through kindergarten) provides the young child with an understanding of the universality of birth.

How Families Grow (grades 1 and 2) shows the child, and reassures him of, his place in the social structure of the family unit. An introduction to physiological differences is included.

Being Boys and Girls (grades 3 and 4) explains how boys and girls become aware of, and learn to accept, physical differences.

Becoming Men and Women (grades 5 and 6) explains how heredity and environment affect growth and development. The boy-girl relationship, the adolescent's social and physical needs, necessary habits of personal hygiene, and tips on nutrition are covered.

The 16mm format will be ready for fall 1968 release; 8mm versions will be ready by early 1969.

Each film runs approximately nine minutes, and is available in color only. For price information, write: Carousel Films Inc., 1501 Broadway, Suite 1503, New York, N.Y. 10036.

Carousel Films Inc. now has available for purchase *The Forgotten American,* a CBS News Special in 16mm sound.

This is the story of impoverished aliens in their native land—the American Indian—filmed on location in the Navajo-Hopi-Pueblo-Zuni country of the Southwest and in the Indian communities of Los Angeles and Chicago. The Indian's poverty, lack of education and opportunity for employment, and his continued exploitation by the white man are examined. For example, Indians living near Gallup, N. Mex., pay $1.30 for a dozen eggs, $2 for a pound of coffee, and $5 for a carton of cigarettes at the only store available to them—the American Indian Trading Post. Many Indian children are sent far away from home to go to the only available schools. Acute homesickness and longing for their parents many times result in runaways (some children have been found dead in the snow trying to get home).

Secretary of the Interior Stewart L. Udall and Seneca tribal spokesman Bob Davis are interviewed in the film, along with Leo Haven, great-grandson of the famous chief, He-Who-Sees, who was a guide for Kit Carson.

This 25-minute, color film is $275. It is recommended for schools, public libraries, industry, federal and local government agencies, and church and adult groups. Contact: Carousel Films Inc., 1501 Broadway, Suite 1503, New York, N.Y. 10036.

Carousel Films Inc. announces the release of *Hunger in America,* a 16mm sound social documentary from CBS News. This is the network show which shocked the nation with its grim and factual story of 10 million Americans who go hungry every day.

The film shows Negro sharecroppers in Alabama, Navajo Indians in Arizona, starving tenant farmers who live just 25 miles outside the nation's capital, and impoverished Mexican-Americans within sight of San Antonio's "HemisFair." It shows the dull-eyed, the undernourished, the dead and dying children—and forces all America to take a long hard look at the Department of Agriculture's Surplus Foods, Stamps, and Farm Subsidies Programs.

Running time is 54 minutes. The film may be purchased in color for $550; in black and white for $275. Write: Carousel Films Inc., 1501 Broadway, Suite 1503, New York, N.Y. 10036.

Churchill Films is serving as distributor for a very unusual film, *The Jungle,* produced by 12th & Oxford Film Makers, formerly the 12th & Oxford Street gang of Philadelphia. *The Jungle,* a 22-minute, black-and-white film, presents a picture of the life of Negro ghetto youths told by the youths themselves. It is a picture of gang life in the streets, of a life of boozing, fighting, and intense gang loyalty. This violent film "tells it the way it is"—it presents no solutions, but rather allows insights.

For the teacher in the ghetto school or the student of urban problems, the film pulls the curtain aside for a privileged glance at the young Negro in the streets—his style, values, and code of ethics. For students in center city high schools the film holds up a mirror which can be used to open up discussion of life values. For high school students outside the ghettos the film is a bridge to an understanding of the problems confronting the Negro in the other America.

Purchase price for *The Jungle* is $125. For rental and other information contact: Churchill Films, 662 North Robertson Blvd., Los Angeles, Calif. 90069.

Churchill Films is producing a series of films on music for elementary grades. Titles are: *What Is Music? Percussion Sounds, Wind Sounds, String Sounds,* and *New Kinds of Music.* The first four films are directed at grades one through six. *What Is Music?* is designed to be an introductory film to the series, while the other four can be used individually. The fifth film, *New Kinds of Music,* includes electronic and experimental music and is appropriate for upper elementary grades and higher.

The films deal with simple, nontechnical concepts, applicable to the primary music-maker as well as the accomplished musician; to the music of the Middle Ages as well as to that of the avant-garde; to the music of the East as well as that of the West. From Western countries there is a selection of classical, folk, and contemporary music, as well as ethnic music from such countries as India, China, Africa, and Java. Much of the music is performed by children and young people of mixed races.

It is estimated that each film will be about 15 minutes in length and will cost approximately $170, with a special series cost of $800. These prices are subject to change when the length of the completed films is known.

For additional information, contact: Churchill Films, 662 North Robertson Blvd., Los Angeles, Calif. 90069.

Coronet Instructional Films, in its 29th year of educational motion picture production, has introduced 64 new film titles which are being released in the 1968-69 school year. These films cover 13 subject areas. The following are three new biology films for senior high school:

Genetics: Chromosomes and Genes (Meiosis): Demonstrates meiosis and other biological processes which cause differences in plants and animals.

Genetics: Functions of DNA and RNA: Shows how DNA and RNA make heredity possible, and how mutation and differentiation may occur.

Genetics: Human Heredity: Defines and illustrates biochemical genetics, nature-nurture studies, and population genetics in researching human inheritance.

These films are available both in black and white and in color. For additional information, contact: Coronet Films, 65 E. South Water St., Chicago, Ill. 60601.

Coronet Films has released the following new reading series of five 16mm films for the intermediate grades:

Reading Growth: Adjusting Your Reading Speeds: Points out the importance of adjusting reading speeds to reading purposes and materials.

Reading Growth: Basic Skills: Focuses upon the expectations of the good reader, who is interested in word meanings, finds the big ideas, has different reading speeds, and is skilled at creative reading.

Reading Growth: Getting the Big Ideas: Shows that the big ideas are general statements that are expanded by details, such as topic sentences and headlines.

Reading Growth: Reading Creatively: The creative reader reacts thoughtfully to what he reads, comparing sources and asking critical questions.

Reading Growth: Understanding Word Meanings: Illustrates the uses of phonetic and structural analysis, context clues, prefixes, suffixes, and roots for word comprehension.

Coronet has 16mm sound films, 16mm captioned films, filmstrips, and 8mm loops to aid the accelerated as well as the retarded reader. Write: Coronet Films, 65 E. South Water St., Chicago, Ill. 60601.

Educational Media Laboratories offers a new series, in two parts, for in-service education programs.

Part A is *Systems Innovation,* and is designed to assist media specialists, supervisors, and others in conducting workshop activities for pre-service and in-service teachers in systematic approaches to learning. This particular set of materials explores practical procedures for successful innovation and change. Further, it suggests methods for the application of total resources toward the improvement of instruction. The series includes various models and examples.

Part B, *Systems Facilities,* explores new designs, theoretical concepts, and renovation of existing facilities. This set includes requirements for full utilization of media in classrooms and requirements for innovational facilities and for such specialized devices as automated units and rear-screen installations. Part B is designed for use with in-service workshop groups and administrative personnel.

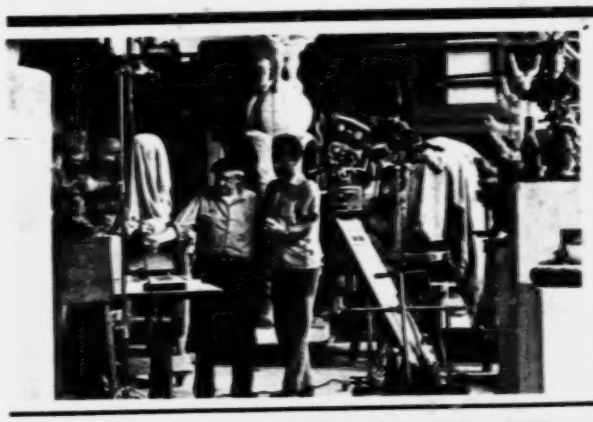
For further information, write: Educational Media Laboratories, 4101 South Congress Ave., Austin, Tex. 78745.

Educational Media Laboratories has recently completed the development of another in its series of media in-service education: *The Conventional Media Series.* This series contains a 16mm or Super 8mm cartridged film (optional choice), a sound filmstrip, review projectuals, and both instructor and participant manuals. The series places primary emphasis on materials utilization and is *not* designed for use in in-service activities concerned with machine nomenclature and operation, although it can, of course, be used in conjunction with such activities. Contributors to the series include top-level media consultants.

Preview materials are available from: Educational Media Laboratories, 4101 South Congress Ave., Austin, Tex. 78745.

Educational Media Laboratories announces another addition to its comprehensive in-service education series. *Instructional Graphics for Television,* developed under the editorship of Horace Hartsell, is the first sub-series in a comprehensive television series. It is designed for use in pre-service and in-service education workshops and laboratory activities. It should also prove useful in developing educational television competencies in connection with on-the-job training of staff personnel and teacher aides. The series consists of overhead projectuals, a sound filmstrip, and instructor and participant manuals.

Preview materials can be obtained from local area EML representatives or by writing: Educational Media Laboratories, 4101 South Congress Ave., Austin, Tex. 78745.



Encyclopaedia Britannica Educational Corporation has produced a new film for art students titled *Jacques Lipchitz, Master Sculptor.*

Portraying the artist at work in his studio, the motion picture highlights landmarks in the life and art of Lipchitz who, together with Picasso and others, became one of the pioneers of modern art. In his own words, the sculptor describes his philosophy and discusses his technique.

Selling price for the 16mm sound film is, black and white, $70; color, $135—including teacher's guide. Write: Encyclopaedia Britannica Educational Corporation, 425 North Michigan Ave., Chicago, Ill. 60611.

Encyclopaedia Britannica Educational Corporation is distributing the first in a series of premium quality sound filmstrips produced by the National Geographic Society.

In an unprecedented effort to extend the Society's vast pictorial resources to classroom teachers, Geographic staff members, in collaboration with Britannica, have achieved a blending of sight and sound which makes each filmstrip/record package an authentic film-lecture.

The following filmstrip-record combinations are available immediately: *Washington, D.C.* (five filmstrips, $57.50); Southeast Asia (seven strips, $80.50); *Spain, Portugal and Gibraltar* (six strips, $69).

Ready soon: *Birds* (four filmstrips, $46); *Ancient Times* (five strips, $57.50); *Canada* (six strips, $69).

All prices include 12-inch 33⅓ rpm recordings for automatic or manual projectors. Narrative script is printed on each record jacket. The filmstrip/record combinations are available only from: Encyclopaedia Britannica Educational Corporation, 425 North Michigan Ave., Chicago, Ill. 60611.

Encyclopaedia Britannica Educational Corporation has produced a new film titled *What Color Are You,* designed to help answer children's questions about race.

In simple language, the motion picture explains how differences in skin pigmentation and physical characteristics occur through heredity and genetic mutation.

The film draws on observations made by three boys as they visit a zoo and an amusement park. The boys, representing the Mongoloid, Caucasian, and Negro races, discover that labels like "yellow," "black," and "white" are exaggerations, since all skin colors are composed of the same few ingredients.

Running time for the full-color, 16mm sound film is 15 minutes. Priced at $200, the film and accompanying teacher's guide is available from: Encyclopaedia Britannica Educational Corporation, 425 North Michigan Ave., Chicago, Ill. 60611.

Film Associates has just released *The Ceramic Art of the Natzlers* for use in junior high, senior high, college, and adult art classes.

The work and philosophy of Gertrud and Otto Natzler, leading American ceramists, are examined in this film. Shown are the mastery of Gertrud Natzler's throwing, the extreme sensitivity and sureness of her hands in creating perfection of form from a lump of clay, as well as Otto Natzler's technique of glazing and firing, culminating in a reduction-fire sequence. Close-ups of individual works show fine examples of the Natzlers' renowned crystal, crater, and reduction glazes. Narrative and first-person dialogue explore the aesthetic and philosophical framework of their creativity. Aside from demonstrating the Natzlers' masterful techniques, this film, produced under a grant from the Los Angeles County Museum of Art, is aimed at the appreciation of pottery as a fine art.

The film sells for $180 and may be ordered directly from: Film Associates, 11559 Santa Monica Blvd., Los Angeles, Calif. 90025.

Film Associates now has ready for the market a film for use in primary and elementary music and teacher training, *Discovering Mood in Music.*

Music has many different moods. An elementary class sings a nostalgic song about autumn. Then they sing a gay song about spring. By comparing the two songs, they learn that music reflects different moods. Composers use contrasting moods in their music. Listening to sections of "Petit Ballet," the class discovers different ways in which the composer, Herbert Donaldson, has created moods. These moods are compared to the children's drawings. Then the children find that they can move in ways which reflect the moods of music and art. To finish the lesson, the class changes the mood of the happy spring song by singing it slowly and sadly in a minor mode.

The film sells for $180 in color. To order, write: Film Associates, 11559 Santa Monica Blvd., Los Angeles, Calif. 90025.

Film Associates' new film, *Japanese Handicrafts,* is designed for use in elementary and junior high social studies and art classes.

Handicrafts in this film include straw hat weaving, wood carving, pottery making and glazing, woodblock carving and printing, doll making, paper lantern construction, and painting on silk. For centuries the people of Japan have made their own tools, clothing, utensils, and houses. They developed traditions of combining fine craftsmanship and beauty in their work. Today they continue these traditions, in spite of increasing industrialization.

Handicrafts of Japan sells for $120 in color. It may be ordered from: Film Associates, 11559 Santa Monica Blvd., Los Angeles, Calif. 90025.

The Indiana University Audio-Visual Center, beginning with the titles listed below, will distribute on a continuing basis in the future 16mm segments from programs of the Public Broadcast Laboratory, the experimental programming unit affiliated with National Educational Television. Titles now available are as follows:

- *Goodbye and Good Luck*—the chronicle of a Negro G.I. returning from the Vietnam war to Chicago's South Side. 30 min. Sale, $150; rental, $5.90.
- *The People Left Behind*—a study of the problems confronting America's rural poor, centering attention on farm workers in the Mississippi Delta. 31 min. Sale, $150; rental, $5.90.
- *Gift of Life/Right To Die*—a timely re-examination of medical ethics covering a range of problems from euthanasia to the moral implications of transplant operations. 15 min. Sale, $100; rental, $4.15.
- *Confrontation: Dialogue in Black and White*—a public debate between some of Chicago's black and white citizens, both militant and moderate, introduced by a view of life in a Chicago slum filmed under the direction of a Negro militant who lives there. 35 min. Rental (only), $15.
- *Challenge to Authority*—an up-to-date reassessment of the role of the Church's authority in the lives of Roman Catholics as seen by lay and clerical people representing a wide range of views on the subject. 36 min. Sale, $180; rental, $7.40.

To obtain preview information, to rent the films listed above, or to receive announcements of new PBL releases, write: Field Service—PBL, Indiana University, Audio-Visual Center, Bloomington, Ind. 47401.

International Film Bureau Inc. announces the release of a new 16mm film, *The Impressionists* (18 minutes, color, sound).

Still lifes, portraits, and landscapes by Monet, Manet, Pissarro, Sisley, Renoir, and Degas illustrate variations and similarities among the Impressionists. Many close-ups of individual paintings examine brushwork and style, while comparisons of two pictures at a time on the screen contrast works of different artists.

The film commences with an explanation of the Impressionist style and spirit as derived from earlier artists. It proceeds chronologically through the works of each artist, comparing his early and late styles. A conclusion summarizes the movement as a whole, the personalities and major objectives of all the artists involved.

The Impressionists is useful for high school, college, or adult groups involved in art appreciation or survey courses designed to give a general basic outline of the art of this period. A teacher's guide will be available.

This film is available for purchase ($225) or rental ($12.50) from: International Film Bureau Inc., 332 S. Michigan Ave., Chicago, Ill. 60604.

International Film Bureau Inc. has added five new 16mm color science films to its film offerings.

Exploring with the Time-Lapse Camera (10 minutes, $135) explains the techniques of time-lapse photography and gives many examples of its uses.

Trio for Three Angles (7 minutes, $100) uses the animated movements of free-swinging angles to help make students aware of the relationships of the triangle's different components.

Newton's Equal Areas (8 minutes, $100) is an animated film based on Newton's simple geometric proof of the law of areas for any central force.

Birth of the Red Kangaroo (21 minutes, $225) is a record of marsupial reproduction, showing mating, pre-birth behavior, and birth.

The Red Planet Mars (17 minutes, $75) gives present-day interpretations of the planet's changing appearance. Mariner IV experiments are included.

To purchase these films, write: International Film Bureau Inc., 332 S. Michigan Ave., Chicago, Ill. 60604.

International Film Bureau Inc. has released five new 35mm color filmstrips, each accompanied by a 33⅓ rpm record.

Art: How Does a Child Grow? (Part I, 46 frames, 20 minutes; Part II, 45 frames, 17 minutes: $22.50) traces the progression of a child's artwork from pre-school scribbling through abstract art in teens.

Beethoven (133 frames, 24½ minutes, $20) uses artistic handmade figures, along with artwork, to tell the life story of Beethoven. The accompanying record includes some of his music.

Haydn (114 frames, 24 minutes, $17.50) uses unusual puppets and artwork to tell about Haydn and his music.

Fun with Sets (Part I, 23 frames; Part II, 31 frames: $12.50) uses colorful toys and familiar items to explain the concept of "sets."

Nepal (Part I, 40 frames; Part II, 39 frames; Part III, 33 frames; Part IV, 37 frames: each part 10 minutes: $35) covers Nepal's agriculture and feudal economy, family and village life, topography, and religious and art traditions.

These filmstrips are available for purchase from: International Film Bureau Inc., 332 S. Michigan Ave., Chicago, Ill. 60604.

Modern Learning Aids now has available *The Science of Life—A Series in Social Biology*. This series of four 16mm color, sound films and coordinated filmstrips assists the teacher in presenting underlying biological concepts and understandings and their relationships to man's problems and his environment. Using the BSCS approach of biological inquiry, the materials induce the junior high and high school student to observe, analyze, and seek his own answers concerning biotic relationships. The films' content was supervised by Dr. Thomas G. Overmire, associate director of CUEBS, and Dr. Ted F. Andrews, director of science, Education Research Council, Cleveland (both were formerly associated with BSCS).

The film *Check and Balance in Nature* (20 min., $225) explores population dynamics, environmental factors, mechanisms of survival, and population successions. *Energy in Life* (20 min., $225) covers the food-fuel-energy relationships. *The Ascent of Man* and *Man's Impact on His Environment* are still in production.

The films and correlated filmstrips are available for purchase from: Modern Learning Aids, 1212 Avenue of the Americas, New York, N.Y. 10036.

The National Film Board of Canada has produced *Paddle to the Sea,* a 16mm color film for all children and for those adults for whom the romance of journeying is still strong. *Paddle to the Sea* is a fresh and delightful story, photographed with patience, understanding, and, above all, a sense of beauty that identifies it immediately with the charmed world of children. It is a children's Odyssey—the journey of a hand-carved toy canoeman from Canada's northern forest downstream to the distant sea. The film is from a story of the same name by Holling C. Holling, author of many children's books and a wilderness crafts and travel enthusiast.

The film is available for preview and purchase ($260) from: The National Film Board of Canada, 680 Fifth Ave., New York, N.Y. 10019.

The National Film Board of Canada's new release, *The Red Kite,* is a 16mm color film set in Montreal in the late summer. The film follows a man as he window-shops, finally buying the kite. More of Montreal appears on the screen as the man heads home on a crowded bus. It is on the bus, while passing a crowded cemetery, that the man with the kite hears a tipsy Irish priest declare that the cemetery is the real wonder. The young man wonders if death is all—and the thought stays with him until the next day when he succeeds in flying the kite for his little girl and so somehow routs his doubts.

The color of the film, the settings—especially the climb to the top of Montreal's mountain park—the red kite in the blue sky, the long shimmering view down the St. Lawrence, the bittersweet mood created by the author—all of this, and more, makes this film a strangely haunting view of the city and the time.

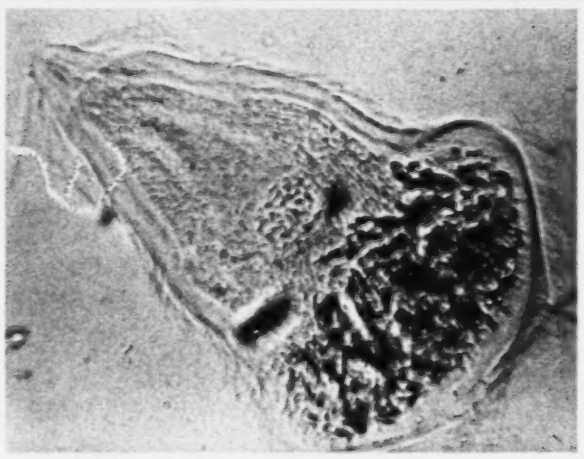
Readers of Hugh Hood's stories will undoubtedly find this film much to their taste, and those who have hitherto missed his work will appreciate this introduction.

For preview and purchase ($180) information, write: The National Film Board of Canada, 680 Fifth Ave., New York, N.Y. 10019.

The National Film Board of Canada has completed production on *Summerhill,* a 16mm color film that visits England's famous progressive school, founded by Alexander Neill some 45 years ago. Mr. Neill wanted to show that schools can belong to students without lessening the quality of what is taught.

Listening to Mr. Neill explain himself and his school, it is clear that he learned long ago that some of the best teaching comes from the back of the class or perhaps not from the classroom at all. He believes that even small children should have room to rule themselves and to choose their subjects for study. The most engaging aspect of the film, as might be expected, is the children themselves.

Summerhill is available for preview and purchase ($220) from: The National Film Board of Canada, 680 Fifth Ave., New York, N.Y. 10019.



Thorne Films, Inc. announces a new series of silent color 8mm film loops for secondary level biology—the *Protozoa Series*—released April 1968 for introductory instruction in protozoology.

The series of five standard 8mm and Super 8mm Technicolor cartridges include the following titles and species: #175 *The Amebas (Ameba, Vahlkampfia, Arcella),* #176 *The Flagellates—Part I (Euglena, Chilomonas, Peranema),* #177 *The Flagellates—Part II (Termite Symbionts),* #178 *The Ciliates—Part I (Paramecium, Spirostomum, Stentor),* and #179 *The Ciliates—Part II (Vorticella, Halteria, Stylonychia).*

Each film loop shows protozoan structure and characteristic movement during feeding or moving about. A diagram illustrating outstanding morphology is included for each species. Film notes on loop box give brief description and pose questions. Low- and high-power

cinemicrography are used, and preparation of slides for examination under microscope is shown.

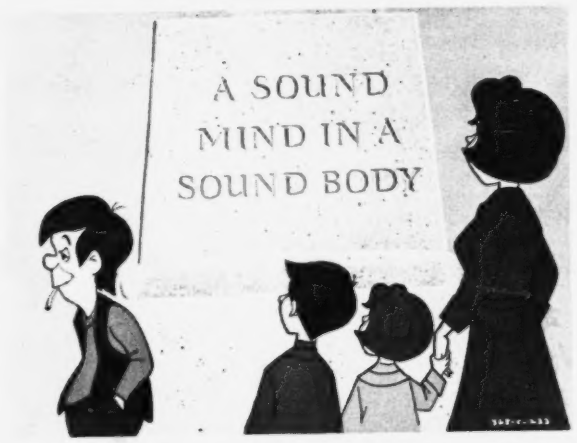
Film loops are $18.50 each, or $83.25 for the set of five. They are available from Thorne Films dealers or directly from the producer.

Write: Thorne Films, Inc., 1229 University Ave., Boulder, Colo. 80302.

Walt Disney Productions is serving as distributor for *Lady of the Light,* a 19-minute, color, 16mm film produced by Tiger Films, Inc. The film is suggested for use at elementary grade levels and is recommended for use in public libraries.

Lady of the Light is a charming visual and highly personal encounter with a little girl who, with the help of her father, a lighthouse keeper, solves an unusual problem in an unusual way. Without a single word of narration, the artistic live action images and original music give impact to a delightful tale with a happy ending.

For additional information, contact: Walt Disney Productions, 800 Sonora Ave., Glendale, Calif. 91201.



Walt Disney Productions in association with The Upjohn Company has produced *Steps Toward Maturity and Health,* a 10-minute, color, 16mm sound film presented in the interest of a better understanding of health.

A combination of animated and live action footage, *Steps Toward Maturity and Health* is the first of a forthcoming series of four films dealing with contemporary health problems.

Focusing on the demands made by today's society, the films stress the interdependence of physical, mental, and social health. Other titles in the series are: *Understanding Stresses and Strains, The Social Side of Health,* and *Physical Fitness and Good Health.* They are designed primarily for upper elementary and junior high school grade levels.

Steps Toward Maturity and Health introduces the health triangle illustrating how the physical, mental, and social capacities of each individual develops independently and how, eventually, young people must assume the responsibility for their own balanced health picture.

Write: Walt Disney Productions, 800 Sonora Ave., Glendale, Calif. 91201.

Walt Disney Production's new 18-minute, color, 16mm sound film entitled *The Wild Dog Family* is one of four films in the new *Nature's Living Album Series* that deals with various species of wild animals. Other titles in the series are: *The Wild Cat Family—the Cougar, The Deer Family,* and *The Weasel Family.*

Through incredible live action footage filmed in the animal's natural environment, *The Wild Dog Family* tells the story of America's intelligent wild dog of the West and how it has survived and adjusted to encroaching civilization. From the arid hillsides within the city limits of Los Angeles to the unlimited vacancy of the Mojave Desert and the forested mountain slopes in many states, the coyote is thriving and increasing in numbers. This film shows how he manages to do it and also establishes the coyote's place in the canine family while revealing little-known facts about its life.

The film is suggested for use at the elementary and junior high grade leveis and in public libraries.

Contact: Walt Disney Productions, 800 Sonora Ave., Glendale, Calif. 91201.

NOTE: The AVI GUIDE TO NEW PRODUCTS section may be detached from the magazine without damage to either section.

FILMSTRIPS

Coronet Films announces dynamic, dramatic, full-color filmstrip series to illuminate and add stimulus and variety to intermediate, junior high, and senior high geography and social studies classes. Included are the following filmstrips:

Seeing Central America: Maps and photographs illustrate the culture and economic status of the six nations in this complex. Students see the importance of agriculture and exports to the economy and take a trip through the Panama Canal.

Seeing Great Britain: This tour of England, Wales, Scotland, and Northern Ireland studies British history, geography, culture, industry, and the democratic ideas that have developed in its socioeconomic climate.

Seeing Italy: A visit to the land of contrasts, where antiquity lives with the present, where industry is both traditional and modern, where the climate is temperate as well as Mediterranean, and where mountains, valleys, and miles of seacoast are only short distances apart.

Seeing Mexico: Colorful photography captures the beauty of the historic Mexico and the modern. The land and climate, agriculture and industry, and traditions and customs are studied.

Seeing Scandinavia: "Valkommen" is the Norwegian welcome your students will receive when they visit Norway, Sweden, and Denmark . . . the people and culture, industry and commerce.

Seeing West Germany: West Germany and the German people, their culture and character, their industrial and scientific achievements—all are brought to life through natural color photography.

Write: Coronet Filmstrips, Coronet Films, 65 E. South Water St., Chicago, Ill. 60601.

A. B. Dick Company has produced a new series of seven sound, color filmstrips, *Techniques of Modern Offset.* The series provides teachers and students with a complete course in how to use the offset duplicating process, including preparation of artwork, master and plate imaging, selection and use of inks and papers, and machine operation.

Average running time for each filmstrip is 12 minutes. They are entitled *The Paper Master, Artwork—Your Blueprint to Printing, Preparing Presensitized Metal Offset Plates, Offset Inks and Printing Papers, Operating a Floor Model Offset, Operating a Table-Top Offset,* and *Tips for the Offset Operator.*

Purchasers of the complete set of seven filmstrips will receive another sound, color filmstrip free, plus a plastic case for storing or shipping all eight filmstrips and records. The free filmstrip is *Offset and You,* an introduction to offset.

Also accompanying the filmstrip are a set of scripts and a teacher's guide to using the filmstrips in graphic arts, business education, and other appropriate curricula. A programed study guide and set of learning inventories for each sound filmstrip will be available in the near future.

For additional information, write: A. B. Dick Company, 5700 W. Touhy Ave., Chicago, Ill. 60648.

Educational Activities, Inc. now has available *Seeing the World Through Poetry,* a set of two full-color filmstrips with accompanying LP record and teacher's guide.

A delightful blending of language arts and social studies for the primary grades, the set portrays everyday activities through the beauty and rhythm of selected poems. Children learn that poetry can be fun while developing listening skills, sensory perception (eye and ear coordination) at a social studies conceptual level appropriate to their understanding level.

Poems included are: *Fireman, I Watch the World Go By, Pleasant Tastes, Houses, Ferry Boats, Tugs, Trains, Freight Boats, Vegetables, Until We Built a Cabin, The Mitten Song, A Matter of Taste, The Cobbler, Hunger and Thirst, Celery, Choosing Shoes, Funny the Ways Cars Start, A Modern Dragon,* and many more. The complete set is priced at $17.

Write: Educational Activities, Inc., 1937 Grand Ave., Baldwin, N.Y. 11510.

Educational Activities, Inc. announces *What Is Science,* a sound/color filmstrip exploring the scientific method for grades 3 to 8.

What is science? Why study science? What were the methods and contributions of scientists such as Galileo? Can I be a scientist? How?

The sound/color filmstrip answers these and other questions through the process approach in science used by leading educators today. Stimulating, motivating photography and art help children develop habits of critical thinking in problem solving and provide an entry into the exciting world of science.

The 50-frame sound/color filmstrip with accompanying LP record and teacher's guide sells for $10.95.

Contact: Educational Activities, Inc., 1937 Grand Ave., Baldwin, N.Y. 11510.

EMC Corporation uses rock-and-roll, in addition to other types of music, in *Hello, I'm Music!,* a series of six sets of coordinated materials designed for classroom or carrel instruction. Each of these sets presents information on the structure of music and contains a full-color filmstrip, an accompanying high fidelity LP record, student study sheets (enough for an entire class), and a practical teacher's guide.

Emphasis in this unique program is placed on melody, rhythm, harmony, form, and tone color. These topics are thoroughly explored.

Information in each of the above areas is presented by a personable cartoon character called "Music" who "digs" both himself and his youthful listeners. Much of the illustrative material is chosen from the styles that appeal to the young without compromising the basic principles of music. The presentation is informal and light. Technical terms have been reduced to common usage wherever possible, with emphasis being placed on understanding concepts rather than building vocabulary.

Hello, I'm Music! (complete set, $72) can be ordered from: EMC Corporation, 180 E. 6th St., St. Paul, Minn. 55101.

Hudson Photographic Industries, Inc. has put together a multimedia kit, *City Rhythms,* containing a full-color filmstrip, a 12" record, and a copy of the original book which has been highly effective in primary grade classrooms. This new filmstrip-record version of *City Rhythms* brings the story to life in such a way as to strongly motivate students in language arts, social studies, creative expression.

City Rhythms is a poetic story of a Negro child's own experiences during a summer in the inner city. Children identify easily with Jimmy as he plays in the street, sleeps out on the fire escape, and creates a rhythm band out of old cans and bottles. Jimmy's story is a real and happy one.

The narration is enhanced by sound effects and music scored to capture the rhythm of the city. Available at $20, the complete kit may be purchased from HPI dealers or directly from: Hudson Photographic Industries, Inc., Irvington-on-Hudson, N.Y. 10533.

Hudson Photographic Industries, Inc.'s new filmstrip series, *A Child's Life in the Big City,* consists of five titles, each including a color filmstrip, a 12" record, and a teacher's guide. The series is intended for primary grade use in language arts and social studies programs.

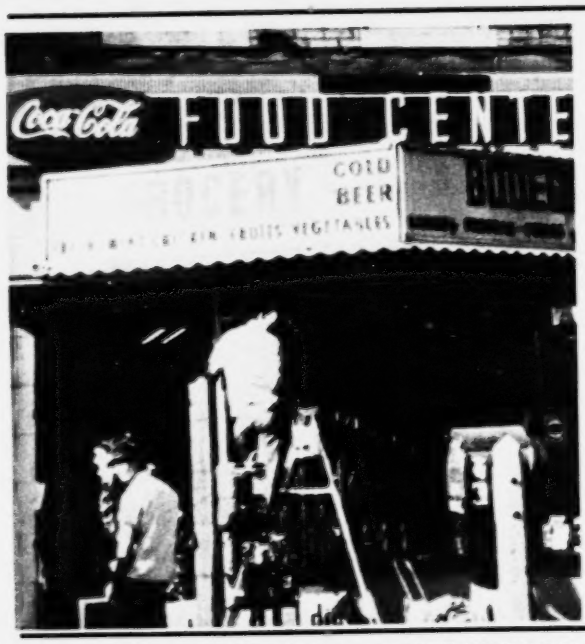
A real feeling of city life can be created in the classroom with this series. Urban values, purposes, and social concepts are presented at the child's level of understanding.

Each frame of the series is an original color photo of familiar city scenes of people and things, synchronized to a 12" record. The narrator's voice has been carefully matched to the picture so that it, too, falls within the child's frame of reference.

A Child's Life in the Big City includes five titles: *Big City Houses and Streets, Animals in the City, Travel in the City, Food in the City,* and *Big City Workers.*

Each title is boxed separately for most efficient use in the school. Prices are $70 for the complete set of five titles or $15 for each individual title.

A Child's Life in the Big City is available from HPI dealers or directly from: Hudson Photographic Industries, Inc., Irvington-on-Hudson, N.Y. 10533.



Hudson Photographic Industries, Inc. now has on the market the filmstrip series entitled *Let's Talk About,* which was developed for urban pre-K through third-grade classes. The series is designed for use in language arts, social studies, bilingual education programs.

Let's Talk About consists of four filmstrips, in color, without captions or sound. Made up of original photographs of familiar city scenes, the filmstrips are not in programed order so that as few or as many frames may be used for a lesson as are required.

Visual recognition is immediate. Words appearing in familiar signs are read easily, even by nonreaders of print media. Both English and Spanish words appear.

Including four filmstrips and teacher's guide, *Let's Talk About* titles are: *Let's Talk About Things We Know; Let's Talk About Bridges and Boats; Let's Talk About Signs We See;* and *Let's Talk About Fun in the City.*

The complete set of four titles may be purchased for $28.50; individual titles, for $7.50 each. *Let's Talk About* is available from HPI dealers or by writing: Hudson Photographic Industries, Inc., Irvington-on-Hudson, N.Y. 10533.

Imperial Film Company, Inc. has recently released the first four of a series of *Tales for Young Imaginations,* delightfully original stories written expressly for this medium.

Narrated by Mel Zellman and backed throughout with unusually imaginative music, these are the kinds of tales that turn story hour into the brightest spot of the day.

Written and illustrated by Peggy Vawter, whose remarkable flare for fantasy has here for the first time been tapped for filmstrips, the four titles are *Wilma the Witch, Adventures of a Kitten, A Mouse's Christmas Tale,* and *The Ring of Roses.*

Write: Imperial Film Company, Inc., 321 South Florida Ave., Lakeland, Fla. 33802.

Imperial Film Company, Inc. has recently added *Stories About Horses* to its already widely accepted *Developing Language Skills* series for the primary and intermediate levels. The titles of this latest sound filmstrip series include *The Bothersome Bay, Lightning of the Pony Express, The Homeless Colt,* and *A Horse Not Named George.*

The stories were commissioned expressly for this series from the pen of Mrs. Joyce Havelsrud, and illustrated by the talented animal artist, Don Rodell—both of Story, Wyoming.

To appeal to all young students, the stories are set in different parts of the country and in various periods of history.

For additional information, write: Imperial Film Company, Inc., 321 South Florida Ave., Lakeland, Fla. 33802.

Imperial Film Company, Inc. has initiated its *World History* Enrichment Series with the following four sound filmstrip titles: *Through the Ages; The Romans in Britain; Anglo-Saxons, Vikings, and Normans;* and *Colorful Chivalry.* Artists in England were commissioned to paint the illustrations for this series by such widely varied groups as the London County Council and the Doulton Pottery Company. Scripting and recording were then completed in the United States by Imperial Film Company.

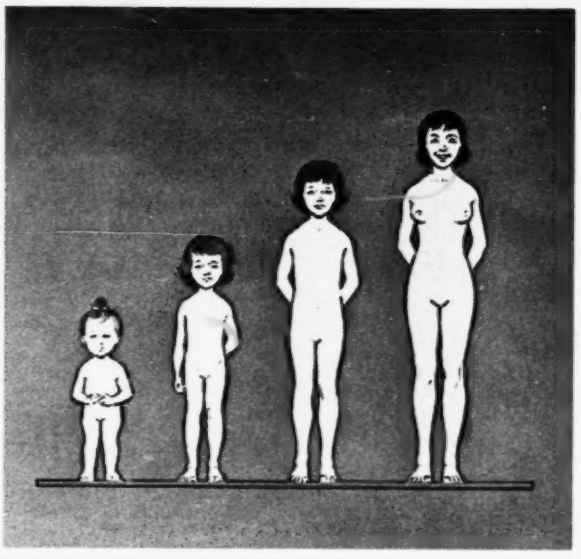
In this series the pageant of Western civilization goes from facts a student may know (the Roman occupation of Britain, the Norman Conquest, the Magna Carta) into scenes which bring these facts to life (a thane's hall, a motte and bailey castle in winter, a man who actually fought at Agincourt).

Write: Imperial Film Company, Inc., 321 South Florida Ave., Lakeland, Fla. 33802.

Modern Learning Aids has developed *Critical Thinking Aids,* a program of 100 short filmstrips covering topics in American history designed for the elementary level.

The program totally involves the student in problem finding and problem solving through inquiry. These open-ended filmstrips present situations faced by Americans which influenced the development and growth of the United States. The colonial period, the expansion of the United States, and its industrial growth up to World War I are covered. *Critical Thinking Aids* can be used in the classroom to promote general discussions and probing into the facts, training the student to consider the many possibilities and alternatives which existed. Parallel problems tying the historical events to current events are suggested in the teacher's guide. (A comprehensive guide has been prepared for every filmstrip in the series.) The strips can also be used individually for independent study. *Critical Thinking Aids* coax the student to develop his own faculties for analysis and decision making.

The entire program may be purchased for $500; individual filmstrips, for $6 each. Order from: Modern Learning Aids, 1212 Avenue of the Americas, New York, N.Y. 10036.



Q+ED Productions, A Division of Cathedral Films, Inc., has created a series of four filmstrips entitled *About Sex and Growing Up* which is slanted directly at prepubescent and pubescent boys and girls. This series is designed to guide the children toward an intellectual understanding and emotional acceptance of the miracles that are occurring in their own bodies. They are encouraged to think about, talk about, and respect the sex side of life—to appreciate the wonder of life, maturation, and birth. *About Sex and Growing Up,* designed for elementary and junior high school, should be viewed in its entirety by both boys and girls, so that they will learn to understand each other as well as themselves.

Running time for each filmstrip is approximately 10 minutes. The four full-color filmstrips are accompanied by two 33⅓ rpm records and four study guides. The price for the complete set is $34.50.

For more complete information, contact: Q+ED Productions, A Division of Cathedral Films, Inc., 2921 West Alameda Ave., Burbank, Calif. 91505.

Q+ED Productions, A Division of Cathedral Films, Inc., has released *Children Around the World,* a series of four filmstrips in full color with two 33⅓ rpm records and four study guides. Running time for each filmstrip is about 10 minutes. The complete set is $34.50.

In *Children Around the World,* the life and customs of four widely separated areas are seen through the eyes of native children. Brilliant color photography focuses on boys and girls of Trinidad, Brazil, Korea, and Hong Kong—each in an individual filmstrip. The vastly different ways of life imposed by culture and environment are vividly depicted. Yet children are seen to be the same the world over. *Children Around the World* reveals both the similarities and the differences. The series is recommended for social studies and geography classes in grades 4, 5, and 6.

Write: Q+ED Productions, A Division of Cathedral Films, Inc., 2921 West Alameda Ave., Burbank, Calif. 91505.

Q+ED Productions, A Division of Cathedral Films, Inc., portrays the alarming rise in drug experimentation and addiction among teenagers in *Drugs in Our Society,* a series of six full-color filmstrips with three 33⅓ rpm records.

Without being "preachy" these filmstrips present the cold, hard facts about the nature of drugs and their effects on the human mind and body. Each of the six filmstrips deals with a particular "family" of drugs: tobacco, alcohol, prescription drugs (such as barbiturates, tranquilizers, amphetamines, and methedrine), narcotics, marijuana, and LSD. Physical addiction and psychological habituation are differentiated, and the disastrous consequences of both types of dependence are clearly stated.

Running time for each filmstrip is about 10 minutes. The price for the complete set is $51.50, which includes individual study guides for each filmstrip. Write: Q+ED Productions, A Division of Cathedral Films, Inc., 2921 West Alameda Ave., Burbank, Calif. 91505.

Society For Visual Education, Inc. has added a new set of four sound filmstrips to the series *Communities Around the World.* As in Group I of the series, this new set, *Communities Around the World—Group 2,* utilizes materials originally compiled by students and teachers in other lands. Full-color photos and commentaries in English provide fascinating "inside" views of modes of life in Japanese, German, Tibetan, and Scottish communities. A narrator acts as interpreter and commentator when it is necessary to condense or rephrase the original commentaries for purposes of clarity or adaptation to sound filmstrip media.

Developed for intermediate geography and social studies, the filmstrips enable students to compare the similarities and differences between themselves and their counterparts in other lands.

The filmstrip set *Communities Around the World* (284-SBR) can be purchased for $29.50 (four filmstrips, two 33⅓ rpm records, and four teacher's guides) from SVE district managers or directly from: Society For Visual Education, Inc., 1345 Diversey Pkwy., Chicago, Ill. 60614.

Society For Visual Education, Inc. has developed a new series of 8mm loop and record films titled *Learning About Air.* Intended for intermediate grade use, these full-color, full-length motion pictures in no-wind, no-thread plastic cartridges are for use in the Technicolor 8mm silent film projector (Standard 8mm or Super 8mm).

Each of the four films in the series presents a question about a physical property of air, then shows an experiment concerning that property. Students learn that air takes up space, has weight, expands and contracts, and exerts pressure. Readiness Records tell students what to look for during film viewing. Note: Records are not synchronized with films, and are not intended for use during film viewing. Running time for each film is approximately four minutes.

Learning About Air, including four 8mm loop films and two records (ST-103SR—Standard 8mm, or SU-104SR—Super 8mm), is available for $74.50 from SVE district managers or directly from: Society For Visual Education, Inc., 1345 Diversey Pkwy., Chicago, Ill. 60614.

Society For Visual Education, Inc. now has a new set of six full-color sound filmstrips which provides a comprehensive introduction to library facilities. Titled *Using the Elementary School Library,* the filmstrip set presents a wealth of information designed to encourage primary and intermediate students to become independent users of the library.

Full-color photographs and recorded narration depict children learning about and using a variety of library materials—including printed materials, tapes, and audiovisual materials. Students learn about the system of alphabetizing used by libraries, how to use the card catalog, the encyclopedia, and the dictionary. They learn about the history, production, and care of books. Also included are suggestions for gathering and organizing research materials and for taking notes.

Price for the complete filmstrip set (six filmstrips, three 33⅓ rpm records, six teacher's guides) is $44.50. *Using the Elementary School Library* (152-SR) is available through SVE district managers or directly from: Society For Visual Education, Inc., 1345 Diversey Pkwy., Chicago, Ill. 60614.

FURNITURE

McNeff Industries, Inc. has introduced a new complete line of library resource center furniture.

The company has been engaged in researching the library market for some years, and the new library resource series is the result of this intensive study and research.

The new McNeff line is designed for maximum efficiency in modern library use and capitalizes on current trends in use in library facilities.

The furniture is constructed of durable McNeff melamine high-pressure plastic laminate in attractive planked cherry finish. Included in the line are library shelving, display pieces, technical furniture, carrels, desks, and tables—everything needed for the library resource center.

To obtain the name of your nearest distributor, write: McNeff Industries, Inc., 2414 Vinson St., P.O. Box 10626, Dallas, Tex. 75207.

McNeff Industries, Inc. now has on the market the new McNeff Group Intensive Study Center.

This table of horse-shoe shape measures 60" x 66" and has a top of 1¼" solid core with black Poly/Guard edge, is supported by steel stretchers, and is sheathed in high-pressure melamine plastic, finished in velvet texture planked cherry. The table legs are adjustable from 21" to 29", to accommodate elementary age children as well as adults.

The table is useful in many areas, including the classroom itself where the teacher may wish to group students for special study or projects.

For additional information, contact: McNeff Industries, Inc., 2414 Vinson St., P.O. Box 10626, Dallas, Tex. 75207.

McNeff Industries, Inc.'s latest product is two new instructor's desks.

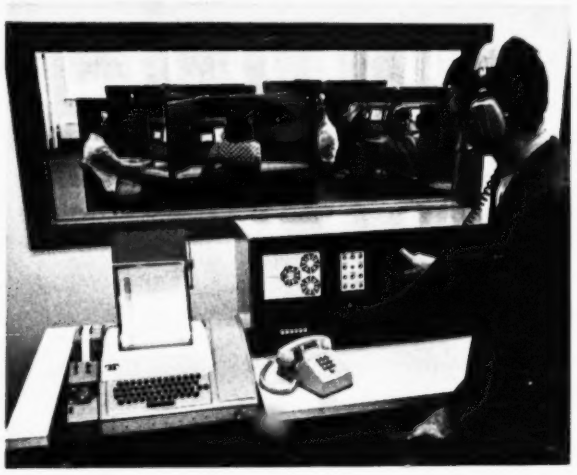
A single pedestal desk, measuring 30" x 48", and a double pedestal desk with top size 30" x 60" are now offered, with both products sheathed in high-pressure melamine plastic in McNeff's velvet finish planked cherry.

Pedestal drawers are equipped with annodized aluminum channel-type drawer pulls with full roller suspensions. For added strength, the desk top is constructed of 1¼" high density wood fiber core.

These desks are useful as classroom teachers' desks, in business offices, in libraries, and in many other areas where practical, sturdy, and attractive desks are needed.

For the name of your nearest distributor, write: McNeff Industries, Inc., 2414 Vinson St., P.O. Box 10626, Dallas, Tex. 75207.

INFORMATION RETRIEVAL SYSTEMS



Ampex Corporation has introduced a random access audio information retrieval system which permits students to receive any recorded 15-minute program in less than 30 seconds.

The system combines high-speed duplication and computer technology to provide students with independent study material quickly and efficiently. Master program material is recorded at 3 ips on a master tape transport, duplicated on student buffers upon request at 120 ips, and played back for student listening at 3 ips. With this system each student receives lessons promptly from the beginning. In previous fast access audio systems, a student wanting to listen to a lesson already dialed by another student had to wait until the lesson was completed, or begin listening after the program was under way. A computer provides memory and control functions between the master tape transports and the student carrel.

The first such system will be in full operation beginning this fall. For further information, contact: Ampex Corporation, 401 Broadway, Redwood City, Calif. 94063.

Omni-Lab Incorporated announces new developments in the scope of its total concept of OMNILAB information retrieval systems:

- Random access monaural-stereo systems with total flexibility. All remote transports may be programed with either monaural or stereo materials. Students may select, at will, either monaural or stereo program channels.
- Choice of sophisticated pushbutton selector service or low-cost rotary dial system.
- Complete high-speed counter systems for program library control, program access, deck access, student access, total access, and student recorder access of both tracks separately.
- Remote-controlled student recorders permit student to skip back or ahead for flexible control of the recorder tape.
- Silicon transistorized circuitry used throughout for maximum reliability.

Additional information is available through Omni-Lab distributors or directly from: Omni-Lab Incorporated, Box 91, Couderay, Wisc. 54828.

RCA's three new "Select-A-Lesson" Remote Retrieval systems have been designed and developed to bring new efficiency and low cost to dial access systems.

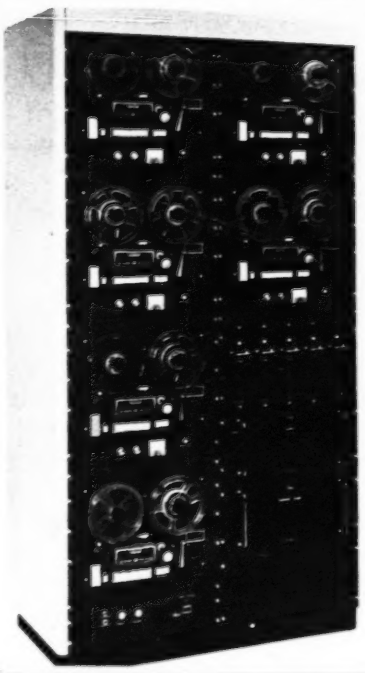
Utilizing the most practical switching components, each system features easy expansion; noise-free, reliable operation; a private line for each user; and a variety of other supervisory controls normally found only in sophisticated computer-controlled systems.

Each system is complete and includes equipment for the student positions, lesson sources, switching, and cabinet racks and accessories. Each provides monaural and stereo capability, plus provisions for adding video retrieval.

Budget-priced System 101 is designed for 20 student positions and 40 lesson sources. System 102 includes 30 student positions, two executive positions, seven public address positions, and 70 lesson sources.

The large 201 system is designed for 90 student, two executive, and 27 public address positions to access up to 138 program sources.

For additional information, write: RCA Instructional Electronics, Building 15-5, Camden, N.J. 08102.



Rheem Califone has introduced its new Dial Access Retrieval Systems with exclusive dial-switching equipment. There are no mechanical line-finders or crossbars. The advanced design concept eliminates the possibility of early obsolescence, and assures the educator of trouble-free performance.

Rheem Califone's dial access is compatible with its less sophisticated program retrieval systems as well as its language laboratories and electronic classroom systems. Student positions have the following features: audio-passive or listen only; audio-active or listen-respond; and audio-active compare or listen-respond record. The systems have solid state electronics throughout.

Rheem Califone's Dial Access Retrieval Systems are on sale by Rheem Califone dealers. They may also be obtained from: Rheem Califone, 5922 Bowcroft St., Los Angeles, Calif. 90016.

LEARNING AND ADMINISTRATIVE SYSTEMS

Bell & Howell Audio-Visual Products Division has added a language rehabilitation program for aphasic individuals to the Bell & Howell audiovisual instructional system.

The Aphasia/Language Rehabilitation program which was designed to develop a functional spoken and written vocabulary for aphasics and others suffering from speech impairments, was developed to meet the need for daily therapy where individual daily contact is difficult or impossible.

With the *Aphasia/Language Rehabilitation* program and using the Language Master, subjects can work at home and make measurable progress from week to week.

The instructional material of the program is contained on Language Master cards that are divided into two main parts: *Naming Numbers* and *Naming Objects.* The program also includes diagnostic tests—to be administered by a speech pathologist—that indicate the extent of the patient's language impairments and determine the cards with which the individual will begin working. Altogether, *Part I* contains a range of nine different tasks to be mastered. Materials are included to test the patient after each week.

Part II—Naming Objects is similar in procedure to *Part I.* Complete instructions, tests, and score sheets are also provided.

The program has a suggested retail price of under $90. Information can be obtained by writing to: Bell & Howell Company, Audio-Visual Products Division, 7100 McCormick Rd., Chicago, Ill. 60645.

DCA Educational Products, Inc. is introducing a new concept for teaching music called *Action Aides for Music.*

Action Aides is a programed teaching series designed as a supplement for any classroom elementary school music program. The music specialist can offer any or all of the materials and assign various selections from this series for "between visits" lessons. The classroom teacher, with some musical background and no outside help, can use it as a basis for a program in her classroom. If there is no music curriculum in effect, *Action Aides* can be used as a complete program supervised by personnel with very little, if any, musical background.

The series is divided into four grade levels and consists of a DCA Record-Mate Player, teacher's guide, 42 transparencies, and four records for each of the grade levels. Also included is sheet music for five original songs.

Action Aides for Music is available through DCA dealers or directly from: DCA Educational Products, Inc., 4865 Stenton Ave., Philadelphia, Pa. 19144.

EMC Corporation has designed *An Outline of German Phonetics,* a book with accompanying records, to provide the teacher and student of German with the necessary background in phonetics. The book is essentially a translation and adaptation to American needs of *Grundriss einer Phonetik des Deutschen,* second edition (Marburg, Germany, 1967), by Dr. Hans-Heinrich Wangler of the University of Colorado.

Part I (Spring 1969) covers the basic background of phonetics and language, defines terminology, and stresses methodology.

Part II (Fall 1968) includes accompanying recordings of models and examples of sounds and patterns. The book not only gives accurate descriptions of the individual sounds and sounds in combinations, but it also suggests possibilities of faulty articulation, together with correct modeling of sample drill material.

An Outline of German Phonetics (*Parts I* and *II,* as well as five 5" full-track tapes at 3¾ ips) can be purchased from: EMC Corporation, 180 E. 6th St., St. Paul, Minn. 55101.

Hoffman Information Systems, Inc., with the addition of 30 new programs, now has 90 *Reading Improvement Programs* available to the busy teacher with students requiring remedial assistance from fourth-grade level to high school. These are 90 hours of self-pacing, highly auto-instructional slide film and record material that have been proved to be effective in schools throughout the United States.

Students work on their own with Hoffman's easily operated synchro sound projector, even grading their own achievement books prior to review with the teacher.

Hoffman offers a documented report of results in schools using the programs all across the country on request. Write: Hoffman Information Systems, Inc., 2626 S. Peck St., Monrovia, Calif. 91016.

Medical Coaches Incorporated now has available over 60 models of mobile education units. From Maine to Alaska, school systems and communities are daily benefiting from the specialized teaching and counseling programs provided in the mobile education units designed and built by Medical Coaches Incorporated.

Administrators have a wide choice of vehicles ranging from bus units, self-propelled trucks, semi- and towed trailers, school bus conversions to field trip classrooms, to standing-height club wagons equipped for teacher use as remedial readers.

Some current models available include Language Laboratories, Instructional Materials Centers, Multi-Media Classrooms, Mobile Service Units for Guidance Counselors and Psychologists, Library Classrooms, TV/Video Tape units, Narcotics Control, School Health, and Dental Clinics.

Complete specifications are available from: Medical Coaches Incorporated, Country Club Rd., Oneonta, N.Y. 13820.

National Center for School and College Television's *Higher Education Materials* offer a wide range of college-level courses, each consisting of fifteen 30-minute programs and an accompanying study guide. The guides summarize the content of each lecture and list required reading assignments and problems.

These courses are highly flexible and can easily be integrated into the established academic program of any institution. Many decisions, in fact, such as the number and frequency of the required classroom hours, the scheduling of the programs for viewing, and the administration and grading of written papers and examinations, are intended to be made on an individual basis. The professors on campus who structure these materials into their courses may further wish to vary them by adding an introductory class session or by substituting reading materials of their own choice for some of those listed in the study guides.

For additional information, contact: National Center for School and College Television, Box A, Bloomington, Ind. 47401.

National Center for School and College Television has designed a course of fifteen 30-minute lessons, *Meet the Arts,* for grades 5, 6, and 7. In the special language of their chosen art, all artists communicate through the common ground of such basic elements as rhythm, shape, mood, form, and content. The first seven lessons explore these common elements and relate them among the diverse arts of music, theater, dance, painting, sculpture, literature, photography, and architecture. Lessons 8 through 15 survey the characteristic styles of eight different periods of Western civilization. Each age is defined in terms of its social structure, the specific needs and beliefs of its people, and the evolution of the stylistic character of its art.

Meet the Arts heightens students' sensitivity to the world around them as seen through the artist's eye and heard with the artist's ear. In this way, the experience of art becomes not only enjoyable but also familiar and communicative.

Television teacher Sonya Hamlin is an experienced choreographer, performer, teacher, television writer, and producer. A comprehensive teacher's manual assists the classroom teacher.

For rental information, write: National Center for School and College Television, Box A, Bloomington, Ind. 47401.

National Center for School and College Television has produced a complete, self-contained elementary (grades 1-6) arithmetic program that makes extensive use of both television and classroom teaching, teacher's manuals, and student exercise books. The program is called *Patterns in Arithmetic.*

Each level of this course is based on the premise that the only way many elementary teachers can learn the "new mathematics" is to teach it. The program maximizes teacher and pupil participation. The television teacher works with the class for quarter-hour sessions once or twice weekly, and the classroom teacher works with the class for the remaining time.

Materials for grades 1 and 3 were field-tested in Alabama and Wisconsin during the 1966-67 school year. Favorable results indicated not only that first- and third-graders moved faster than the national average but also indicated that student motivation and interest in mathematics increased.

Levels one through five are now available. Level six will be ready in September 1969.

Rental information is available upon request from: National Center for School and College Television, Box A, Bloomington, Ind. 47401.

Perceptual Development Laboratories is now offering two new visual learning programs: *Word Power Development* and *Language of the Technical Drawing.*

Word Power Development is designed to help students expand their word power by using context clues, dictionary skills, and word analysis.

Language of the Technical Drawing teaches users of technical drawings how to read shapes and dimensional information with understanding. It can be used as basic instruction for draftsmen.

For additional information, write: Perceptual Development Laboratories, 6767 Southwest Ave., St. Louis, Mo. 63143.

The School Trainer Division, Link Group, General Precision Systems Inc. has developed COPE (Computer Oriented Programmed Education) as a teaching aid for all education systems.

The complete COPE system consists of an instructor's console, a student response system computer, student response units, and associated peripheral equipment. Programed audiovisual subject matter may be presented either manually by the instructor or in an automated mode using preprogramed audio tape with a synchronous visual display using multiple projectors, video systems, and/or various control devices.

COPE's unique features, which include built-in student pacing capability, visual display of individual as well as class responses up to 999 student capacity, and advanced electronic circuitry, combine to make COPE the most versatile programed learning system available.

For additional information regarding COPE, contact: School Trainer Division, Link Group, General Precision Systems Inc., Binghamton, N.Y. 13902.

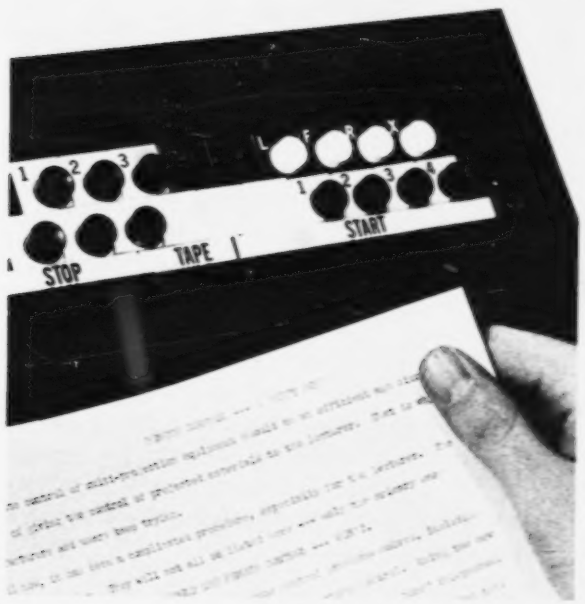
Switchcraft, Inc., Audio-Visual Division, has just developed a new stereophonic listening system designed for assignments in various school departments, such as music, English, speech, language arts, etc.

Called "library-craft," this disciplined listening system was designed to aid in the development of listening and reading skills through the use of audio-passive headsets and prerecorded lesson material.

Each "library-craft" system is composed of up to 48 student listening positions, consisting of a stereo headset and listening station with volume and tone controls, a lesson programmer which distributes up to six different lessons, and various lesson sources such as stereo tape transports and/or stereo turntables.

Further details on the "library-craft" listening system are available from authorized Switchcraft audiovisual dealers or from: Switchcraft, Inc., 5555 N. Elston Ave., Chicago, Ill. 60630.

PROJECTION EQUIPMENT



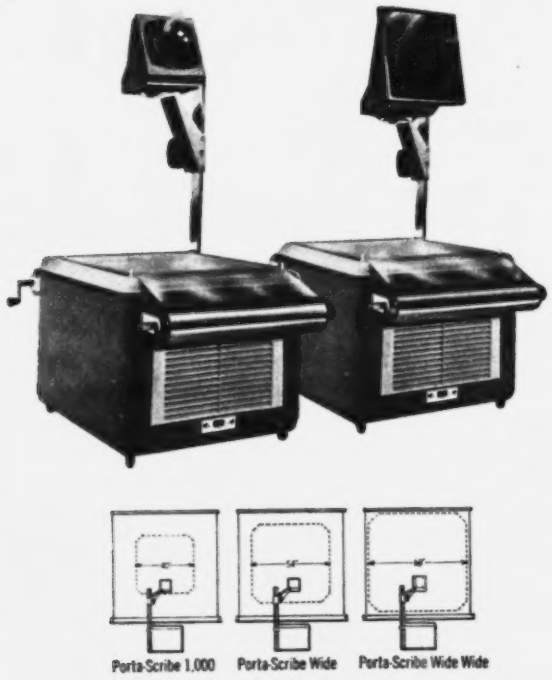
Arion Products Corporation has added a new Lectern Control to its line-up of multi-projector automation and remote control systems.

The Command Performer Lectern Control gives the lecturer "touch" function control (including remote focus) of up to eight unmanned projectors; fingertip command of unmanned room lights, curtains, screens, spotlights, etc.; and pushbutton choice of remote control or automation operation.

Key to the system is a new keyboard-activated computer-type signal that enables multi-function commands to be carried from the lectern to the projection area by only one ¼" low-voltage cable.

Installation of the Lectern Control is simple and inexpensive. The keyboard is so compact and so uncomplicated that it can be mounted in an existing lectern.

The Command Performer Lectern Control and other multi-projector automation equipment is manufactured by: Arion Products Corporation, 1022 Nicollet Ave., Minneapolis, Minn. 55403.



The Charles Beseler Company has introduced two new low-cost portable overhead projectors for classrooms with limited projection distance at the front of the room. Called the Porta-Scribe Wide and the Porta-Scribe Wide Wide, the projectors are equipped with compact new 12½" or 10½" wide angle lenses for projecting big, sharp images from extremely short distances.

The Porta-Scribe Wide with a 12½" lens can project a 48" square screen image from 5½ feet away. The Porta-Scribe Wide Wide is a 10½" lens model capable of projecting a 48" image from approximately 4 feet away. By comparison, the standard Beseler Porta-Scribe 1000 projects a 48" screen image from a distance of 7 feet. (Image size and distances are based on full projector aperture, plus or minus 5 percent tolerance.)

An advanced optical system plus an ingenious lamp positioning device assure the user that the screen images are brilliantly white and sharp from edge to edge throughout the complete range of projection distances. With the new lamp positioner, a teacher can adjust the height of the lamp at the twist of a lever and thus eliminate discolorations of the projected image.

The Porta-Scribe Wides have many other exclusive new features. Complete specifications and prices of the Porta-Scribe Wide and Porta-Scribe Wide Wide can be obtained from Beseler dealers or by writing: Charles Beseler Company, 219 South 18th St., East Orange, N.J. 07018.

Da-Lite Screen Company, Inc. has announced the largest portable tripod audiovisual projection screen with an overall picture area of 64 square feet.

Appropriately named the Picture King, it has been engineered to provide the largest possible screen surface combined with the portability of a heavy-duty tripod mounting.

This heavy-duty screen encompasses theater-quality realism on a tripod model. It is available with Da-Lite's White Magic Chemi-Cote glass beaded fabric. For overhead projection, there is an optional non-gloss Mat White surface. Both surfaces are flame and mildew resistant.

The screen's outstanding mechanical features include a simplified tripod release for ease of operation, automatic fabric lock, self-locking extension tube which doubles as an easy operating height adjuster and a screen case lock, slat saddle collar and tensioning device to assure wrinkle-free picture surface, and gable-roof aluminum legs that will withstand the weight of an average man.

In addition to the maximum 8-feet-square size, the screen is also available in four other sizes: 63" x 84", 84" x 84", 72" x 96", and 40" x 96" Cinemascope size. These four models have a built-in multiposition Keystone Eliminator to stop wide-top and narrow-bottom projection of pictures.

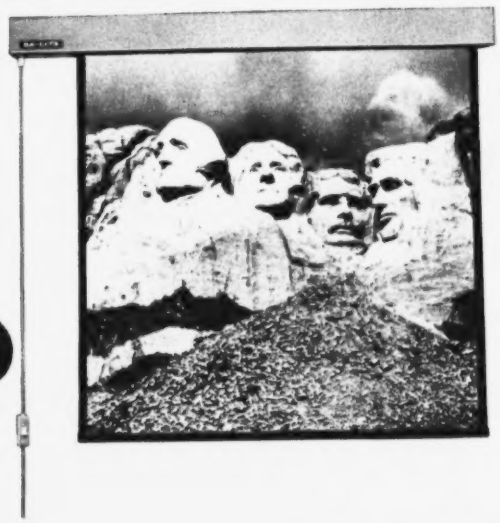
Write: Da-Lite Screen Company, Inc., Warsaw, Ind. 46580.

Da-Lite Screen Company, Inc.'s new Executive Electrol projection screen comes complete with its own automatic ceiling closure which enables it to go up and entirely out of sight.

The Executive Electrol screen's ceiling closure panel opens at a flick of a switch, allowing the screen surface to lower into position and stop automatically. Another touch of the switch and the screen surface rolls back up into the case and the ceiling panel closes automatically so that the screen is completely out of sight.

Additional features include: heavy-duty gear motor; five-inch extruded aluminum roller with die-cast end caps, individually supported and mounted on precision, self-aligning bearings; and automatic clutch plate door opening mechanism. Sizes range from 50" x 50" up to 12 feet square. In addition, the buyer has a choice of Da-Lite's White Magic "Chemi-Cote" glass beaded surface, or non-gloss Mat White, both flame and mildew resistant.

For additional information, contact: Da-Lite Screen Company, Inc., Warsaw, Ind. 46580.



Da-Lite Screen Company, Inc. has developed and manufactured a completely automatic, electrically operated slide and movie projection screen, the Da-Lite Electrolet.

This convenience-oriented screen provides the ultimate in projection showmanship and quality at a price comparable to a good tripod screen. At the flip of a switch, the screen fabric rolls down and automatically stops in position. Another touch of the button sends the surface up into a smartly styled vinyl textured steel case—completely protected and out of the way. The clean lines of the case make it adaptable to any room decor.

The Electrolet is designed with limit switches that also permit the fabric to be stopped in any position. No installation or wiring is required. It can be hung by two simple screws or hooks and plugs into any convenient wall outlet.

It is available in 50" x 50", 60" x 60", and 70" x 70" sizes at leading photographic stores across the country. Two Da-Lite surfaces, White Magic Chemi-Cote glass beaded or non-gloss Mat White, are available.

Further information is available from: Da-Lite Screen Company, Inc., Warsaw, Ind. 46580.

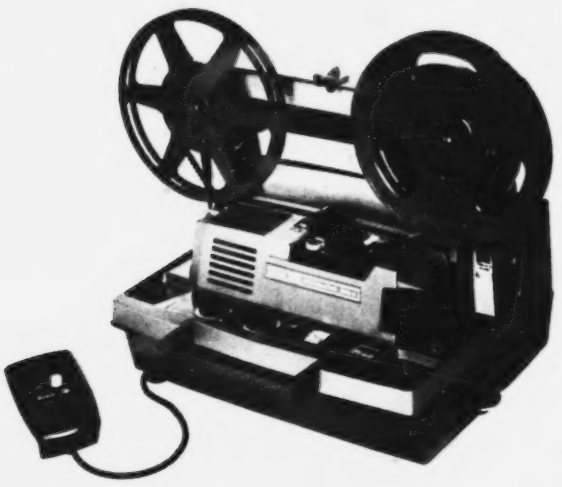
Eastman Kodak Company now has available a new slide projector designed for individual and small-group use at less than $100.

The Kodak Ektagraphic Slide Projector, Model E, features a tachistoscopic shutter, which allows the user to temporarily black out the screen without advancing the slide. This permits the momentary projection of a screen image for word recognition, remedial reading, speed reading, and testing purposes.

The projector offers forward and reverse control at the projector and a receptacle for remote control and dissolve control. It also accepts such accessories as the Kodak Carousel Sound Synchronizer and the Kodak Carousel Stack Loader.

The model is available with a wide choice of projection lenses: three-inch, four-inch, or five-inch *f*/3.5; five-inch *f*/2.8; seven-inch *f*/3.5; and a four- to six-inch *f*/3.5 zoom lens. It is supplied with a Carousel Universal Slide Tray, three-wire power cord, and 120-volt DEK lamp. The new projector is of die-cast metal construction, weighs about 11 pounds, and is approximately 4" x 11" x 11" without tray.

The Kodak Ektagraphic Slide Projector, Model E, is available from Kodak audiovisual dealers. For additional information write the regional offices of the Motion Picture and Education Markets Division of Eastman Kodak Company: New York City at 200 Park Ave., New York, N.Y. 10017; Midwestern, 1901 West 22nd St., Oak Brook, Ill. 60521; or Pacific Southern, 6706 Santa Monica Blvd., Hollywood, Calif. 90038.



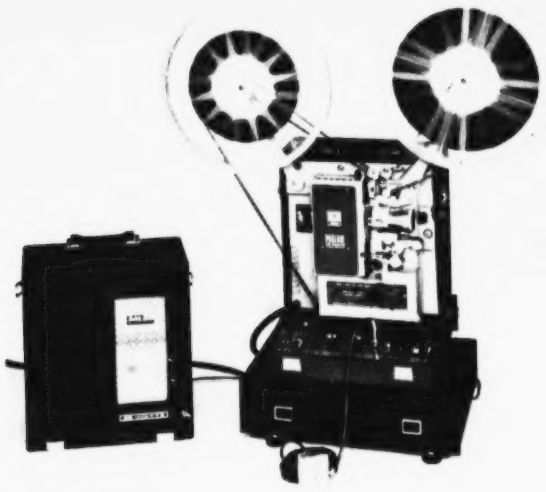
Eastman Kodak Company has introduced a versatile, seven-speed movie projector that shows Super 8mm movies and filmstrips, or any combination of the two, with equal brilliance.

The Kodak Ektagraphic MFS-8 Projector can be used for slow motion, stop action, normal speed, or reverse motion studies of movement as an aid to coaches, teachers, business and industrial trainers, and in scientific laboratories.

The new projector features a hand-held remote control unit that switches among three forward and three reverse speeds (6, 18, 54 frames per second) or single-frame stills as quickly as the user can press a button. The remote control also allows the operator to keep his eyes and attention on the screen or on his notes.

The Ektagraphic MFS-8 Projector comes equipped with a 22mm f/1.5 lens. It is available from Kodak movie processors and audiovisual dealers, and is priced at less than $296.

Further information can be obtained from regional offices of the Motion Picture and Education Markets Division of Eastman Kodak Company: New York City at 200 Park Ave., New York, N.Y. 10017; Midwestern, 1901 West 22nd St., Oak Brook, Ill. 60521; or Pacific Southern, 6706 Santa Monica Blvd., Hollywood, Calif. 90038.

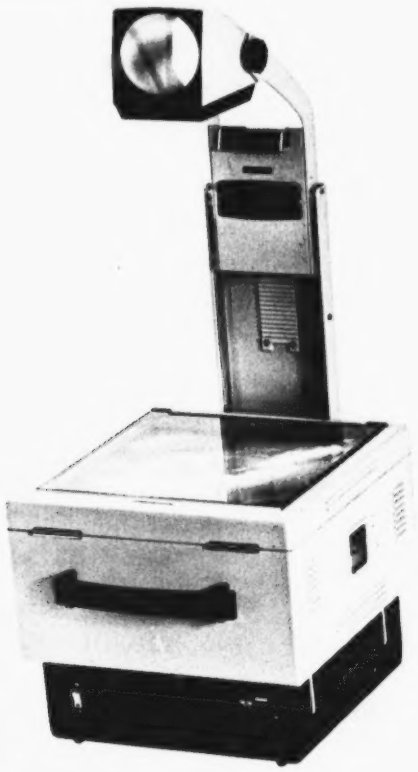


Eastman Kodak Company has announced a new, low-cost 16mm sound movie projector that couples brilliant screen images with high fidelity sound.

The new Kodak Pageant Arc Projector delivers screen images up to four times brighter than conventional projectors, making it ideal for business, educational, and industrial presentations in auditoriums and large meeting rooms, as well as classrooms.

Source of the projector's greater brilliance is its compact General Electric Marc-300 lighting system consisting of a tiny, true-arc lamp, condensor-reflector, and power supply unit. The Marc-300's 5000°K color temperature creates crisp, brilliant whites and natural looking colors.

Kodak Pageant Arc Projectors are available from Kodak audio-visual dealers for less than $1500. Sources of additional information about specific applications are the regional offices of the Motion Picture and Education Markets Division of Eastman Kodak Company: New York City at 200 Park Ave., New York, N.Y. 10017; Midwestern, 1901 West 22nd St., Oak Brook, Ill. 60521; or Pacific Southern, 6706 Santa Monica Blvd., Hollywood, Calif. 90038.



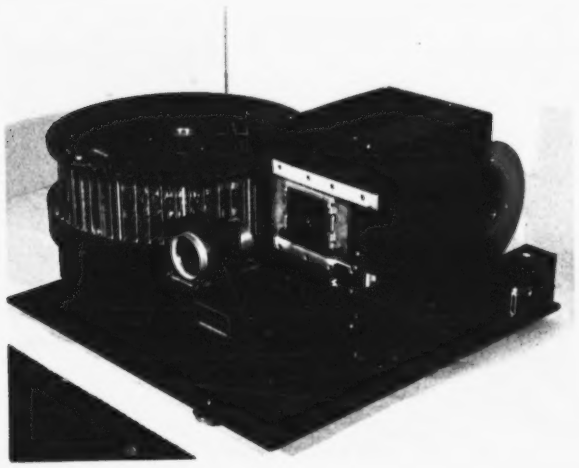
Gakken researchers have developed a portable, low-cost, foolproof overhead projector specifically designed for educational and training programs.

Light is concentrated in a unique 12.6" Fresnel lens to assure even luminosity and sharp, crisp images from 3 to 13 feet, with a clear reproduction area of from 400 to 10,000 square inches. An automatic high efficiency motor fan and a heat absorption filter permit extended continuous operation without overheating and ensure full luminosity throughout entire operating life of lamp. A built-in safety switch automatically shuts off live voltage when stage frame is opened.

Operation is simple with an easy-to-adjust focusing lever and head-fixing knob, and a pivot for angle adjustment. Occasional cleaning of optical parts to maintain image brilliance takes only a few minutes.

Lamp mounting is adjustable from 2⅝" to 3¾" and is engineered to handle quartz iodine lamps from 420 to 650 watts.

The Model GPJ 428 projector weighs 18 lbs. and can be folded into briefcase form in seconds. Cost including carrying case is only $216 (with G.E. quartz iodized lamp, $219.50). Technical specification material is available from the distributor: Dodwell & Co., Ltd., 120 Wall St., New York, N.Y.



Hoppmann Corporation's new 3¼" x 4" (lantern) slide projector was developed to meet projection requirements that arise in lecture halls, auditoria, conference and briefing rooms, and in background photography.

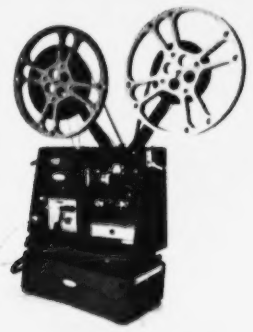
Mechanical features and electro-mechanical interlock make this projector quite "jam proof." It has been tested repeatedly for 15,000-plus sequential slide changes without jamming.

Modular construction simplifies maintenance and allows additions to the basic projector. These include remote controls for remote focus adjustment, random access, digital readout, and a choice of light sources. These may be 1000 watt incandescent projection bulbs, 1000 watt quartz iodine lamps, or 1000 watt or 1600 watt Zenon arcs.

With the latter, 10,000 lumens are obtained with open aperture with evenness of illumination at the screen within 10 percent limits.

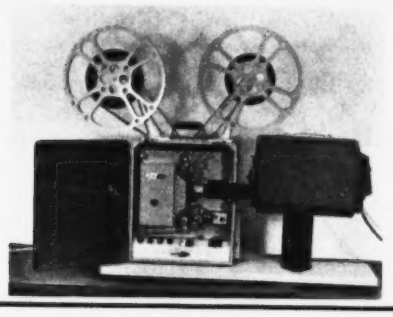
Projection optics are provided to meet the customers' requirements (projection distance and image size).

Literature and prices are available upon request from: Hoppmann Corporation, 5410 Port Royal Rd., Springfield, Va. 22151.



Kalart/Victor's 70-MC3 16mm sound motion picture projector combines dependability and all the outstanding features of the Kalart/Victor Series 70 line with the Marc 300 high-intensity light source to make it ideal for large rooms, small auditoria, schools, churches, industry, entertainment, etc.

To learn more about the 70-MC3, write: The Kalart Company, Plainville, Conn. 06062.

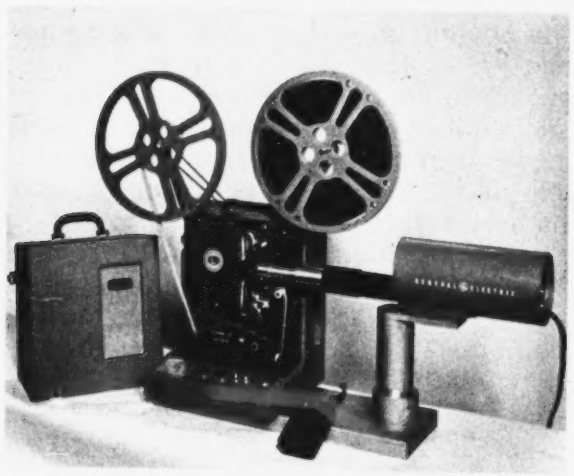


Kalart/Victor has introduced the SVT-TB 16mm projector for use in a TV film chain; for use with an optical multiplexer; and for use as a regular projector. It is designed to meet the growing demand for a moderately priced 16mm TV projector, intended primarily for use in a film chain. It is completely solid state with many standard features and a number of useful accessories.

Write: The Kalart Company, Plainville, Conn. 06062.

Kalart/Victor has designed the SVT-18 16mm projector, part of Kalart's Duolite product line designed to synchronize the motion picture to the 60-cycle scanning rate of the TV camera. It can also be used as a standard projector.

For additional information, contact: The Kalart Company, Plainville, Conn. 06062.

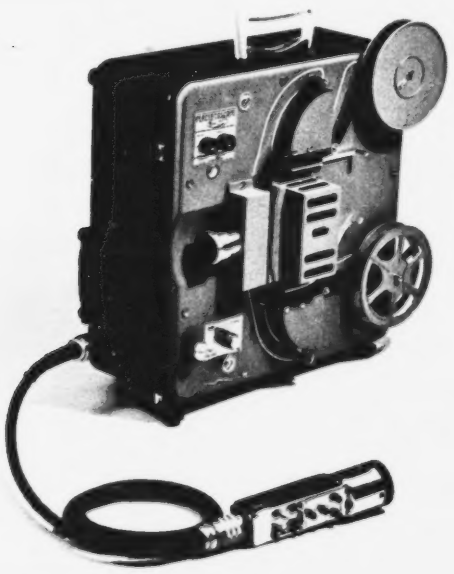


L-W Photo, Inc. has developed a new 16mm stop-action projector for TV, the Athena Model 1900. This projector makes projection possible over a wide range of frame rates, including still picture, for broadcast and CCTV application. Instant start and stop for sound, as well as for picture, eliminates the traditional "roll-in" for audio stabilization.

Featuring a special TV shutter and synchronous motor, the Athena Model 1900 offers absolutely precise frame rates of 1-2-4-6-8-12 and 24 frames per second, and permits unlimited hold time on stills, plus single frame by remote pushbutton control. Operation is flickerless and fully compatible with the 60-scan rate of TV broadcast; there is no visible shutter bar on the TV screen.

Model 1900 features which bring new versatility to TV applications include instantaneous stop and start, change of direction forward and reverse, remote control, solid state audio system, frame-by-frame projection by remote pushbutton control, and constant drive take-up reels to handle up to 2300 feet of 16mm film.

Further information is available from: L-W Photo, Inc., 15451 Cabrito Rd., Van Nuys, Calif. 91406.

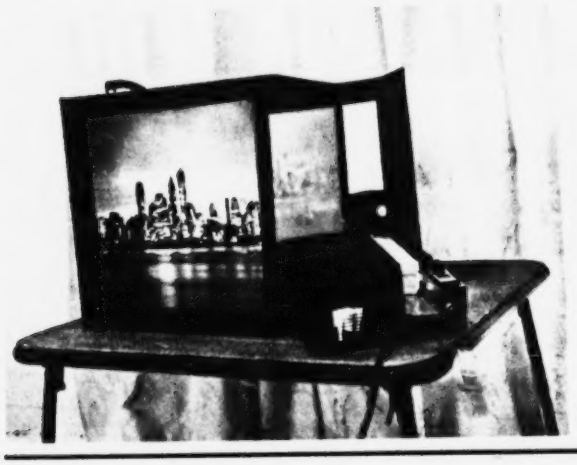


Perceptual Development Laboratories' latest product is the PerceptoScope Mark III, which represents ten years of experience in the field of building unique projection equipment and which incorporates the latest solid state electronic technology.

The PerceptoScope Mark III combines four separate projection modes into one device, using a single 16mm composite film. Literally four projectors in one, the PerceptoScope functions as:

- A slide or strip film projector, affording static projection of response and recall frames,
- A tachistoscope, providing flash projection of response and recall frames,
- A motion picture projector, utilizing regular motion picture or animation projection with speed control for slow motion presentation, and
- A pacing projector, providing controlled or paced projection of reading or other stimulus material.

The PerceptoScope Mark III is available through PDL dealers or from: Perceptual Development Laboratories, 6767 Southwest Ave., St. Louis, Mo. 63143.

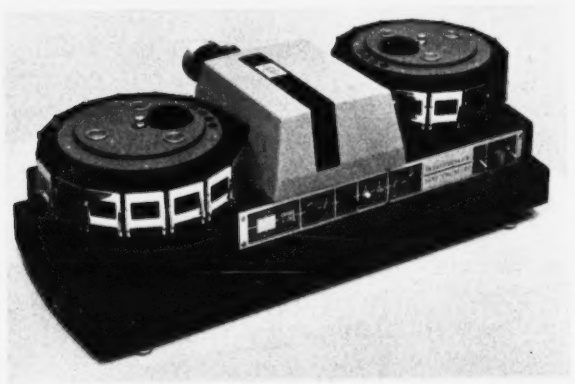


Polacoat Inc. announces Port-A-Screen, a new portable rear projection theater for use in lighted rooms.

Port-A-Screen is a compact, folding unit which opens into a 272-square-inch, rigid, rear projection screen with a permanently mounted mirror. The Port-A-Screen can be used with slide, movie, or filmstrip projectors in black and white or color. The big rear projection screen shows bright, clear, true-color pictures in normally lighted rooms.

Port-A-Screen fits easily on a card table and folds into a 19" x 19" x 1' unit for storage. The total weight of the unit is 7½ pounds.

Designed to sell for $79.95, the Port-A-Screen is available through Lenscreen rear screen dealers. For the dealer nearest you, contact: Polacoat Inc., 9750 Conklin Rd., Blue Ash, Ohio 45242.

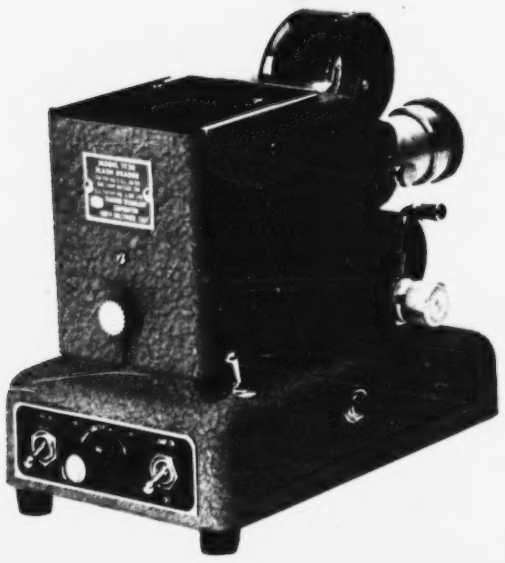


Spindler & Sauppe Inc. has developed a new automated 2" x 2" slide projector designed specifically for color television broadcast chain integration. It is priced at $2845 less lens.

The projector, named SPECTRUM 32, employs two interchangeable 16-slide turrets, with single-mirror reflection for each channel. Two kinematically positioned mirrors eliminate image motion during slide change, and never need adjustment.

The unit provides for either remote or local control, and either magazine may be rotated by hand. A slide previewing feature is also built in. The projector is equipped with two 500 watt projection lamps (each rated at 200 hours), monitored by a digital elapsed lamp-use time indicator to prevent on-the-air lamp failures. A pushbutton lamp ejector cuts lamp-change time to less than 10 seconds.

SPECTRUM 32 is designed for either multiplexing or uniplexing. It is available through authorized television broadcast system manufacturers, or directly from: Spindler & Sauppe Inc., 1329 Grand Central Ave., Glendale, Calif. 91201.



Teaching Technology Corporation has introduced a new 300-watt Tachistoscopic 35mm projector called the TT-30.

This versatile unit, which can be used either as a standard 35mm filmstrip projector or as a special tachistoscopic projector, is capable of infinitely variable flashing speeds from 1/50 up to one full second. Because of this unique capability, the unit has proven ideal in presenting the various multimedia reading programs offered by the company.

All controls have been simplified for easy student or teacher operation. The 3" coated f/3.0 anastigmatic lens provides unusual clarity of projected images at almost any classroom distance. Other features include: Rugged all-aluminum housing; fast, fool-proof film threading system; heavy duty cooling fan for longer lamp life; precision elevation adjustment; rapid film advance; and slip-screw lens for convenient focusing.

The new TT-30 costs $129.50 school net. It is 6¾" x 7½" x 5" and weighs 6½ pounds.

Contact your nearest TTC representative or write: Teaching Technology Corporation, 5520 Cleon Ave., North Hollywood, Calif. 91601.

Technamation, Inc. is now offering the Technamation® Overhead Motion Adapter with constant speed. This is for use with almost every overhead projector to bring the magic of motion to any transparency. Operating power: 110 to 125 volts; 15 amps. Polarizer rotation: 50 rpm. Adapter brackets are necessary for attaching motion adapter to your projector. School price is $34.95.

Contact: Technamation, Inc., 16 Sintsink Dr. E., Port Washington, N.Y. 11050.

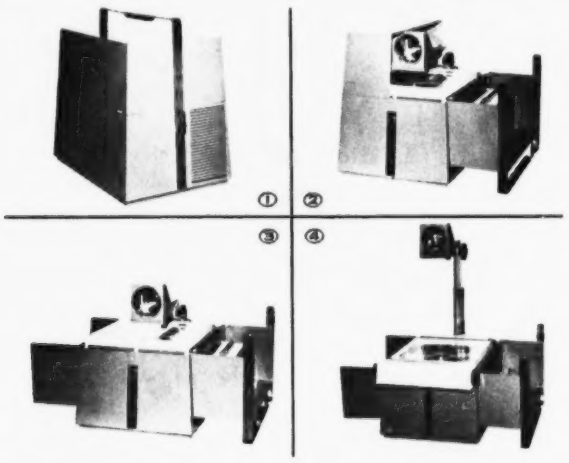
Technamation, Inc. has introduced Technamation® Manual Spinners. These 8" diameter spinners are for manual demonstration of motion on overhead projectors. No. HS has a school price of $5.75. No. HSS (compact 5¼" diameter spinner for technamating transparencies) has the school price of $6.95.

For further information, write: Technamation, Inc., 16 Sintsink Dr. E., Port Washington, N.Y. 11050.

Tecnifax/Visucom now has a product that greatly simplifies writing and drawing for overhead projection—Visu-Pad. The Visu-Pad is a bound "book" of 50 clear, rugged, polyester sheets interleaved with five ruled, opaque pages for the teacher's notes. The sheets can be written or drawn on, using grease pencil, felt or nylon pen, or other media. The book format makes it possible for the teacher to prepare material for projection outside of class as well as improvise at the projector in the classroom. Material can be retained for review or testing—or the sheets can be wiped clean and used again.

In use, the Visu-Pad is placed on an auxiliary stage, and the pages are flipped in place for viewing and then swivelled onto a handy receiving tray. Through the use of a unique U-ring binding device, material can be shown in any desired sequence, repeated, or omitted. Visu-Pad is supplied complete with four tinted sheets, a music staff, a ¼" grid sheet, a ⅜" ruled sheet, a felt-tipped pen, and instructions for use.

For further information, contact your local Tecnifax dealer or write: Tecnifax/Visucom, Chicopee, Mass. 01020.



H. Wilson Corporation has introduced the Executive overhead projector, the first full-power (2200 lumens), true portable. The mast telescopes so the head can be lowered until it rests on the writing stage. Figures #1, #2, #3, and #4 in the accompanying photograph show the progression of the Executive from fully closed to open and ready for projection—all in approximately nine seconds.

The roll attachment and acetate rolls are carried in the cover. During projection, the covers can be removed, or left in place to hold transparencies.

Industrial Design Magazine selected the Executive for one of its top four awards in their 11th Annual Design Review Product Award—the only audiovisual product to ever receive such an award.

The Executive costs $249. For complete information, write: H. Wilson Corporation, 555 W. Taft Dr., South Holland, Ill. 60473.

PRODUCTION EQUIPMENT AND MATERIALS

Blu-Ray, Inc. has developed a unique diazo printer-developer which produces scratch-free color transparencies.

A compact, smartly styled unit, the Blu-Ray 912 AV makes copies of translucent originals at speeds up to 16 F.P.M. Its simple two-step operation makes this machine easily useable wherever overhead projectuals are needed.

The Blu-Ray 912 AV requires only one pass through the printer and developer sections. There is no need for a protective envelope to keep film from scratching in the developer section.

This low-cost machine ($975) can also serve double duty as a whiteprinter for general use, copying anything printed, written, drawn, or typed on translucent originals.

Additional information and literature is available from: Blu-Ray, Inc., Essex, Conn. 06426.

The Morgan Sign Machine Co. has developed a miniature machine for printing and proofing all standard types and sizes from ⅛" up to 2", as well as cuts, linoleum block, line rule, linotype or ludlow, on any thickness of cardboard or paper up to 2" x 7". The Mini-Press will take the standard type composing stick which fits into the machine so that the type does not need to be re-set.

The Mini-Press is 11" long x 3½" wide x 4¾" high. The type rack is 10" x 8¾" x 5". The complete shipping weight is 20 pounds. Twenty-four point type in capitals (lower case in figures) is furnished with the machine. The complete unit is $49.95.

Schools use the Mini-Press for teaching, type setting, proofing, block printing, flash cards, visual aids, badges, cafeteria signs, door and desk labeling, and for printing on pressure-sensitive labels to be applied to various materials.

The Mini-Press is available only from: The Morgan Sign Machine Co., 4510 N. Ravenswood Ave., Chicago, Ill. 60640.

Neumade Products Corp. has introduced the Fiesta Film Marker, which features permanent black ink and a fine point nylon tip that is durable and never clogs. Designed for writing on Fiesta colored leader, the Marker can also be used on light-struck positive emulsion leader, transparencies, or any acetate where permanent identification is desired.

The markers can be purchased in quantities of four with a handy pocket saver ($3.75) or by the dozen in a box ($10). For additional information, write: Neumade Products Corp., Box 568, 720 White Plains Rd., Scarsdale, N.Y. 10583.

New York Graphic Society Ltd. has developed a unique new mounting procedure, the Master-Mount, to meet the needs of schools using quality reproductions published by New York Graphic for teaching and display.

The Master-Mount is engineered to incorporate maximum rigidity and durability together with lightweight and uniform size to facilitate handling, compact storage, and attractive display of reproductions.

Two sizes are available to accommodate virtually all of New York Graphic's 1300 fine art reproductions—27" x 33" for larger paintings, and 20" x 24" for smaller. Master-Mount's neutral color is attractive and harmonious with works of all schools of painting.

Reproductions are center-mounted and the entire Master-Mount is surfaced with clear matte plastic coating to insure easy maintenance without reflection or distortion of original colors and textures.

Master-Mount is available at net prices equal to prices listed in Fine Art Reproductions—Old and Modern Masters ($10 minimum per item) F.O.B. Boston, Mass., from: New York Graphic Society Ltd., Greenwich, Conn. 06830.

Paulmar Inc.'s all-new 8-16mm Automatic Hot Splicer is a precision instrument throughout. The new unit takes the work out of splice making by automatically performing those functions that operators must do so carefully when using manual-type film splicers.

A perfect splice on the Paulmar Splicer is a simple three-step operation, usually requiring less than 10 seconds:

Step 1: Place film ends in splicer—permanent magnets are used instead of pressure clamps.

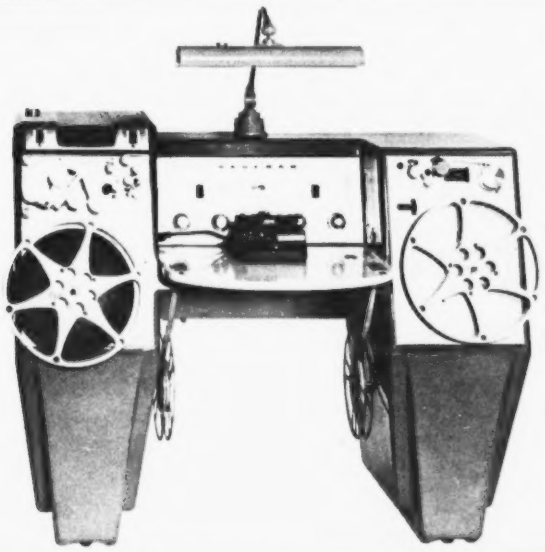
Step 2: A high-speed cutter and grinder then automatically trims and removes emulsion to exact width, exact depth.

Step 3: Apply cement and close splicer.

The Paulmar Splicer has the following features: (1) Splices 8-16mm film, black and white, color, sound, and silent; (2) produces low-visibility splices on frame line; (3) is of professional quality and very rugged; (4) has splice width of 1/16"; (5) has dual register pilot pins to insure perfect alignment; (6) features power cutter and automatic scraper of carbon steel for long life; (7) has specially hardened stainless steel platens for long life; (8) saves labor through magnetic clamping which eliminates locking clips and arms.

The electrical requirements for the Paulmar Splicer are: 110 volt A.C. 60 cycle, 75 watt.

For additional information, write: Paulmar Inc., 464 Central Ave., Northfield, Ill. 60093.



Paulmar Inc. has announced the availability of the Model 911 Automatic Cleaning and Film Inspection Machine.

Electronically controlled for fully automatic liquid application during the inspection cycle, the 911 gives you effective high-speed liquid cleaning of your film at the same time you inspect.

Paulmar waited to introduce the 911 until it had a design providing a fully integrated cleaning unit with the following features: (1) A unit a person could conveniently thread and operate while seated and without reaching or stretching; (2) automatic electronic control of fluid application, designed for reduced maintenance, and one that can be set to maintain the proper wetness level of the applicator tapes at all operating speeds; (3) variable speed control; and (4) a completely effective built-in exhaust and high-speed film-drying system.

Further information can be obtained by writing: Paulmar Inc., 464 Central Ave., Northfield, Ill. 60093.

Paulmar Inc. has designed the all-new Simplex Model 300 automatic 16mm film inspection machine for the smaller or new library that wishes a fully automatic, sensitive inspection machine at the lowest possible price.

The new unit features a unique governor-controlled, constant speed, direct drive, film transport for the inspection cycle. Film speed is maintained at approximately 600 to 650 feet per minute. As on all Paulmar machines, defects automatically stop directly over the splicer area. Paulmar's exclusive Span Detector is featured in the Simplex 300, the same detection system that is used on the largest and most costly Paulmar machines. High-speed rewind is adjustable by the operator.

Housed in a lifetime fiberglas cabinet, the full machine is guaranteed for one year and the integral solid state chassis components are guaranteed for a lifetime. Write: Paulmar Inc., 464 Central Ave., Northfield, Ill. 60093.

"Colormaster" Division of School Pen Co. has packaged a new DEMO-KIT containing all of their tools used for preparing overhead transparencies.

The kit is not intended to supply every need, but to give the individual teacher an opportunity to sample all of the various types of tools designed exclusively for use on overhead transparencies.

Ordered individually, the items in this kit cost $3.16, but if the kit is ordered "direct" for a limited time, the complete price is $2, plus 25 cents postage. (One kit to a customer, please.)

Included in the kit are one #2M water-soluble pen with a medium point, one #2F water-soluble pen with a fine point, one #3 water-soluble mechanical pencil, one #P-1 water-soluble wood case pencil, one #E-1 fine point permanent ink pen, and one #E-2 medium point permanent ink pen. All of the above tools will be selected in various colors at the time of shipment.

Write: S.P.C., Box 407, Chatham, N.J. 07928. (Orders must be accompanied by check for $2.25; this item will not be billed.)

J. S. Staedtler, Inc. has created specially for the audiovisual field the 315 Lumocolor Fibre-Tipped Pen. This pen projects images in brilliant color and is ideal for making fine notations. It contains instant-drying ink, yet the marks it makes are easily removed with a damp cloth. Designed for use with acetate or similar materials, the pen comes in a range of eight colors—red, blue, green, yellow, black, brown, orange, and violet. The pens are packed 10 of a color to a box. A six-piece assortment of the most popular colors is also available in a one-dozen-per-carton package.

The 315 Lumocolor Fibre-Tipped Pen is available through audiovisual dealers or from: J. S. Staedtler, Inc., P.O. Box 68, Montville, N.J. 07045.

Technamation, Inc. has produced a Materials Kit to add the magic of motion to any or all of your transparencies. The Technamation® 8800 Motion Material Kit contains all materials and equipment necessary for the constitution of Technamated® transparencies for use on any standard overhead projector. It provides sufficient material to add motion to many transparencies at a cost of only a few cents each. School price is $59.95.

Write: Technamation, Inc., 16 Sintsink Dr. E., Port Washington, N.Y. 11050.

RECORDERS, REPRODUCERS, AND DUPLICATORS

Acoustifone Corporation has developed the "Acousti-center" which consists of new and unique listening devices which deliver excellent sound without magnets, diaphragms, or individual electric cords. The headsets are of feather-light, almost indestructible plastic and automatically adjust to the head under the chin or the back of the neck. Ear pads are styled in a variety of pleasing colors and snap out for easy cleaning. They are comfortable, surround the ear, and adjust for earrings. Acousti-fones provide full fidelity sound without complete isolation from the environment. Unlike with magnetic headphones, the sound level does not change with the number of Acousti-fones used.

Acousti-fones are stethoscopic in principle, receiving their energy from a small sound distributor into which up to 12 Acousti-fones can be plugged. The distributor contains a carefully designed auditorium or cavity energized by a speaker-transducer. The distributor receives its sound from any available source such as a phonograph, tape recorder, etc., through a coil-cord equipped with standard telephone plug.

The Acousti-center consists of eight headphones and distributor in a fitted carrying case. Acousti-centers are available through dealers or directly from: Acoustifone Corporation, 20149 Sunburst St., Chatsworth, Calif. 91311.

Audiotronics Corporation has developed a new reversing record player for use in language, speech, drama, music, history, and typing instruction.

The unique 300 RT reversible record player, termed "The Repeater," permits an instructor, at the turn of a knob, to instantly back up and replay any portion of a record as many times as desired without damaging the unit or the record. There is no need to lift the

pick-up arm or adjust the volume control. While in the fast reverse mode, the sound is "muted." In addition, this same knob functions as a positive-locking Pause Control with Instant Brake making it possible for an instructor to interrupt a record for as long as desired for student response or class discussion.

The 10-watt, all-transistor unit incorporates solid state circuitry throughout for dependable operation in the classroom, library, or home. A built-in standard size phone jack will accommodate a single headset, multiple headset listening system, or external speaker. The 300 RT is priced at $89.95 school net. Size is 12¾" x 12" x 8". It weighs 13 pounds. Shipping weight is 15 pounds.

For complete information, write: Audiotronics Corporation, Department-M, 7428 Bellaire Ave., North Hollywood, Calif. 91605.

Audiotronics Corporation has developed and produced a low-cost, all-transistor, 20-watt Classroom Tutorette® record player called the Model 320T.

Ideal for teaching languages, speech, and remedial reading, the versatile 320T features separate treble and bass tone controls and phone jacks to connect a microphone and headset. This Tutorette® feature allows the student, using a mike and headset, to listen to the recorded message and hear immediately his own spoken response. The unit can also be used as a powerful 20-watt public address system. For added convenience, an auxiliary input is built in which can be used to play a tape recorder or radio through the unit.

The new Audiotronics 320T incorporates the popular positive-locking ATC Pause Control with Instant Brake which enables record interruption for student response or class discussion. The new low profile and contemporary colors of the 320T distinguish the unit from comparable audio teaching equipment. Other features include: Stereo compatible plug-in ceramic cartridge, die-formed metal speaker grill, solid-plastic handle, scuff-resistant vinyl-covered ⅜" plywood case, spring-cushioned feet, and metal corners and knees.

The 320T is priced at $69.95 school net. Size: 14" x 13½" x 8". Weight: 14½ pounds.

Contact: Audiotronics Corporation, 7428 Bellaire Ave., North Hollywood, Calif. 91605.

Audiotronics Corporation announces completion of their new Model 110-A tape recorder.

The new unit features all-transistor circuitry capable of 25 watts of audio output. While the new 110-A offers greater performance and improved sound quality than previous models, there is no increase in cost.

The Model 110-A is a specially designed half-track monaural tape recorder for classroom applications. All controls have been simplified for easy student and teacher operation. One lever controls all tape travel. The three-speed unit is equipped with standard output jacks to connect a microphone, headset, multiple headset listening system, or external speaker for extended coverage. A special built-in auxiliary input permits direct recording from a radio, record player, or another tape recorder.

Other features include: Lighted VU-meter, monitoring capabilities, separate P.A. switching, three-digit tape counter, heavy-duty 8" oval dual-cone speaker, pause position on the operating lever, etc. The model 110-A accommodates 7" reels.

Priced at $149.50 school net, the 110-A is 13" x 11¾" x 7¾" and weighs 18 pounds.

Write: Audiotronics Corporation, 7428 Bellaire Ave., North Hollywood, Calif. 91605.

Concord Electronics Corporation has introduced a new video tape recorder with electronic editing. The new VTR-620 is available for immediate delivery for $1050.

The importance of electronic editing is in providing a smooth transition between scenes on a video tape. This is accomplished automatically and electronically by a push-button control on the VTR-620. This allows editing for all three types of recording conditions: (a) when the recorder is stopped and started between scenes during live recording; (b) when dubbing inserts from previously re-

corded tapes, films, off-the-air recordings, etc., onto a live tape; and (c) when mixing live and prerecorded segments onto a single video tape.

A sync controlled gate is utilized so that all additions to the tape are in phase with any previous information on the tape.

Another major feature of the VTR-620 is the use of ferrite video heads, which increases the expected head life to 1000 hours. It also increases the signal-to-noise ratio which produces a sharper video image on the monitor screen.

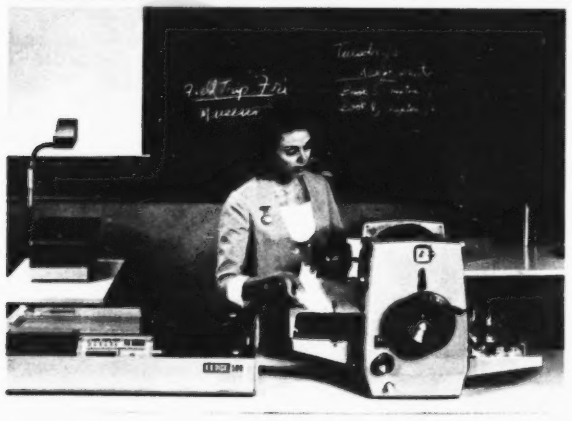
Concord's new VTR-620 is a helical-scan, dual rotating-head system using ½" video tape. It is guaranteed compatible with all other Concord video tape recorders.

Write: Concord Communications Systems, 1935 Armacost Ave., Los Angeles, Calif. 90025.

Craig Corp. Products Division has added their new 6402 video tape recorder to their line of products. This new recorder offers unmatched sophistication in the field of ½" recorders. The new 6402 uses a rotary transformer head assembly which inductively couples the electronic signals from the stationary circuitry of the recorder to the rotating components, thereby eliminating all metal-to-metal friction contact which wears out parts and results in poor picture quality.

The 6402 has a built-in 2:1 sync generator, slow motion, stop motion, electronic editing, and audio dubbing capabilities. Also, it has both automatic video and automatic audio level controls. The 6402 can record from any conventionally manufactured television camera and play back onto any conventional monitor or television set. It is not, in any way, a captive system. Playback is approximately 275 horizontal lines of resolution.

For additional details regarding the 6402, write: Craig Corp. Products Division, 2302 East 15th St., Los Angeles, Calif. 90021.

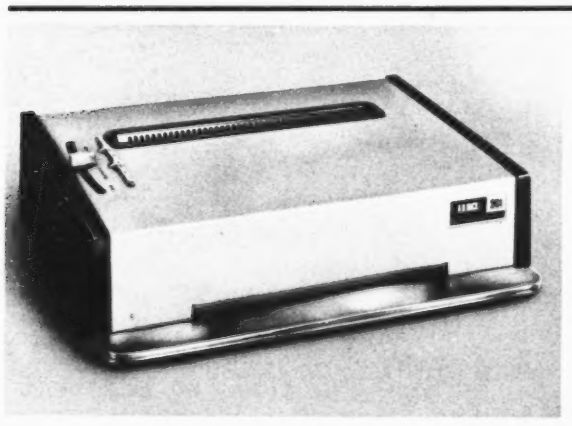


A. B. Dick Company recently introduced its Model 580 Stencil Maker and Model 550 Stencil Printer to make mimeographing faster, easier, and more efficient.

Model 580 eliminates drawing, typing, proofreading, and correcting of stencils. It makes stencils directly from typewritten and handwritten documents, drawings, paste-ups, reproductions of halftones, and from newspaper and magazine clippings.

The Model 550 Stencil Printer makes print-like copies from stencils, such as those made by the 580, at speeds up to 200 per minute. The heavy-duty mimeograph machine also incorporates many convenient features, such as a three-way jogging/receiving tray that enables quick, accurate stacking of copies for distribution, collating, two-sided duplicating, or folding; positioning of paper at the proper feeding height; automatic inking system, etc.

Suggested retail prices are $995 for the 580 and $875 for the 550. Further information is available from: A. B. Dick Company, 5700 W. Touhy Ave., Chicago, Ill. 60648.



A. B. Dick Company's Model 201 master/transparency maker provides a convenient, low-cost method of creating and using visual teaching aids and duplicating administrative and classroom paper work.

Model 201 performs any one of these processes: (a) Images thermal spirit duplicating master, (b) images a transparency for overhead projection, (c) laminates a protective film onto a sheet of paper, (d) revitalizes a previously run spirit master, and (e) makes single, dry transfer copies.

Smaller than most electric typewriters (17" x 13" x 5"), the Model 201 weighs only 24 pounds. A permanent, rotating glass tube conveys original and master, transparency or single-copy unit or laminating sheet through the machine. The tube insures a firm bond between materials, resulting in uniform copy density and secure lamination.

Two color-coded indicators in the exposure guide permit the user to obtain the proper setting for each operation.

A complete line of thermal spirit master/transparency units,

thermal laminating sheets, thermal overhead projection transparency units, thermal spirit masters, and thermal dry transfer copy units are also available for use with the Model 201.

For additional information, write: A. B. Dick Company, 5700 W. Touhy Ave., Chicago, Ill. 60648.

The Closed Circuit Television Business Section of the General Electric Company has recently introduced a new solid state, battery-powered video tape recording system called the Porta Pack.

This unique new ½" video tape system records both sight and sound as they occur. Tapes can be played back immediately without further processing.

The Porta Pack is a completely portable VTR system consisting of a hand-held TV camera with built-in viewfinder and an over-the-shoulder battery-powered recorder. The camera comes complete with a zoom lens.

Overall weight of the complete GE Porta Pack system is 15 pounds. It sells for $1295.

The uses of the Porta Pack in the instructional educational areas appear extensive. The application photograph shown here illustrates the use of the Porta Pack in a scholastic coaching situation.

The Porta Pack is available from General Electric CCTV/VTR dealers, or directly from: CCTV Section of the General Electric Company, 600 Old Liverpool Rd., Liverpool, N.Y. 13088.

GPL Division, General Precision Systems Inc., announces the availability of a new video tape recorder/reproducer with full NTSC color capability.

Called the GPL VR-400, the VTR is a professional, high-performance instrument offering top features at a modest cost. The monochrome model, including case and stop-motion features, lists for $4200. The color recorder is approximately $500 higher. Slow motion, electronic editing, and rack-mounting slide kits are available as options.

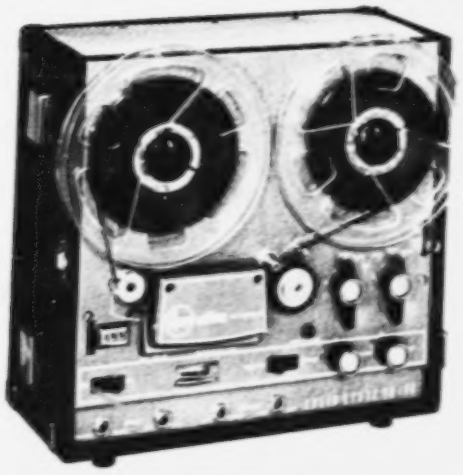
The VR-400 helical-scan 1" tape, color system produces an extremely high-quality color picture without the need for additional color correction accessories. Features include simple threading and pushbutton operation; use of 30 percent less tape on a standard NAB 8" reel; both horizontal and vertical operation; 90-second fast forward and rewind; guaranteed machine-to-machine compatibility; remote control, if desired; and high resolution (400 line minimum).

The VR-400 video tape recorder is available through a coast-to-coast network of franchised GPL distributors. Additional information and distributor lists are available from: GPL Division, General Precision Systems Inc., Pleasantville, N.Y. 10570.

Infonics, Inc. has developed a high-speed, low-priced cassette tape duplicator, which produces four one-hour cassettes every four minutes from a reel-to-master tape. The instrument operates at eight times normal tape speed and duplicates both tracks simultaneously, producing cassettes ready for playback. The duplication process is performed directly on blank cassette tape available anywhere. It is portable and compact and can be operated by unskilled personnel after 15 minutes instruction.

A plug-in slave unit produces an additional eight cassettes. Thus, a duplicating system consisting of a master and two slave machines can simultaneously duplicate up to 20 cassettes every four minutes, or 2000 cassettes per day.

The Infonics Cassette Tape Duplicator is available from: Infonics, Inc., 11650 West Olympic Blvd., Los Angeles, Calif. 90064.

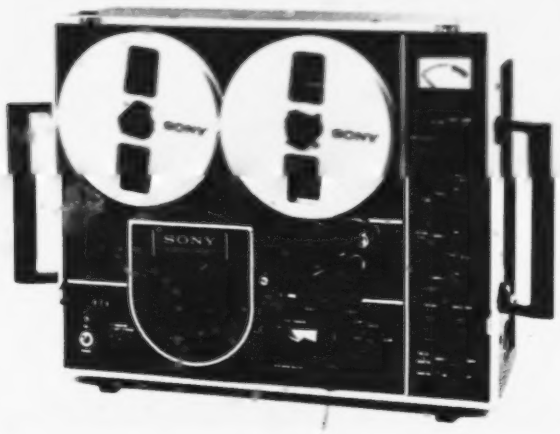


Rheem Califone's new Model 70-TF classroom tape recorder provides many features normally found only on expensive professional models. Rugged enough to withstand extremely hard use in schools, the 70-TF provides the convenience of instant lever action speed change; both horizontal and vertical play; and viscous-damped tape lifters and fail-safe ACCUTRAX transport to protect tape from spilling, stretching, or breaking. Catenary tape path (no pressure pads) insures maximum head life. The low price of $209.50 includes dynamic microphone with desk stand and lavaliere.

The 70-TF is available through Rheem Califone dealers or directly from: Rheem Califone, 5922 Bowcroft St., Los Angeles, Calif. 90016.

Rheem Califone now has on the market an all solid state, monaural, compact tape recorder, Model 74-TC, with instant pause and repeat controls. Optional foot control features are available for "backspace" or "pause." Specifically engineered for the needs of advanced instruction concepts, the instant pause and repeat features make the model one of the most versatile units available to schools. Solid state circuitry permits instant start and long-life, cool operation. A dynamic microphone with desk stand and lavaliere is included. The 74-TC is priced at $300, with foot pedal extra.

Write: Rheem Califone, 5922 Bowcroft St., Los Angeles, Calif. 90016. The tape recorder is also available through Rheem Califone dealers throughout the country.



Sony Corporation of America, VTR Division, now has on the market the Model EV-210, the latest model in the EV series of Videocorders®. Key feature of the EV-210 is its ability to accommodate either color or monochrome recording. Color or monochrome video signals from any source can be recorded on this versatile machine and can be instantly played back with high resolution and quality.

Other features include dual audio channels; electronic slow- and stop-motion operation; guaranteed tape interchangeability; complete compatibility with any existing CCTV system; 500-hour head life warranty; automatic end-of-tape shut-off; and electronic tracking control.

Complete information can be obtained from your local distributor or by writing: Sony Corporation of America, VTR Division, 47-47 Van Dam St., Long Island City, N.Y. 11101.

Teaching Technology Corporation now has available the new TT-10 Record Reader which can be used to teach languages, speech, remedial reading, and music.

The 10-watt all-transistor unit plays any record up to 12" in diameter with the high fidelity reproduction quality comparable to professional equipment. The TT-10 is equipped with a unique pause control enabling the instructor to instantly stop and restart the record without damaging the unit or the record. All controls are clearly marked for easy operation. A standard-size phone jack is built in to accommodate an external speaker, single headset, or multiple headset listening system available as optional equipment from Teaching Technology.

Other features include: A heavy-duty 4" x 8" dual-cone speaker acoustically balanced and matched to advanced circuitry, full-size die-formed metal grill for maximum speaker protection, die-cast metal pickup arm, ⅜" plywood case covered with rugged vinyl, metal corners and knees, and solid-plastic handle.

The TT-10 is presently priced at $59.50 school net. Size: 12¾" x 8". Weight: 13 pounds. Shipping weight: 15 pounds.

For complete information, write: Teaching Technology Corporation, Department-L, 5520 Cleon Ave., North Hollywood, Calif. 91601.

RECORDS AND TAPES

Ampex Corporation recently placed on the market a 1" video tape with improved dropout performance and which reduces head wear.

The new Ampex 161 Series video tape features a new binder formula, improved coating technique, and improved finishing, which results in up to 1000 hours of use before a video head must be replaced. It is compatible with all Ampex helical scan closed-circuit video tape recorders using 1" wide tape. Designed for both color and monochrome closed-circuit recording applications, the new tape is available now. It is priced at $60 for an hour-long tape, $45 for a half-hour length, and $22.50 for 15-minute length.

Write: Ampex Corporation, 401 Broadway, Redwood City, Calif. 94063.

EMC Corporation's *Reading Development Series* of 36 tapes is geared to improving the reading skills of secondary school students. Written in a personalized manner and concerned with contemporary youth, the program stresses developmental skills, and can be used effectively for those students having difficulties in particular areas, or for those wishing to sharpen their skills.

The students will enjoy the Marine sergeant as he gives instructions about reading survival, "this kid Harry" who m-o-v-e-s-, and the lady's plight with her transmission that takes her car suddenly backward instead of forward.

The lessons are written so that basic reading difficulties are classified, and by means of the tapes and the worksheets, the student can proceed at his own pace to develop his skills. The tapes and worksheets are integrated in such a way that the listener becomes an active participant.

Each six-tape package, teacher's guide, and 25 student worksheets may be purchased for $24.50.

This program is available from: EMC Corporation, 180 E. 6th St., St. Paul, Minn. 55101.

Enrichment Teaching Materials this fall will release American Landmark Enrichment Records based on Landmark Books, published by Random House.

Our historical heritage is a rich and proud one, abounding with stirring ideas, deeds, and great occasions. Each record presents two exciting dramatizations of important events which built our country. Authentic music of each period and sound effects are integrated.

The records in this series are as follows: ERL 127 A —"The American Revolution," and B—"Gettysburg"; ERL 128 A—"Thirty Seconds Over Tokyo," and B—"Americans Into Orbit." The price for schools is $5.95 each; list price is $6.50.

To order, write: Enrichment Teaching Materials, 246 Fifth Ave., New York, N.Y. 10001.

Enrichment Teaching Materials' World Landmark Enrichment Records, based on Landmark Books published by Random House, helps teachers teach essential curriculum content in the area of world history.

There are two exciting dramatizations on each record. Each dramatization is heightened by excellent, authentic songs of the historical period presented. A full cast of professional actors and appropriate sound effects lend themselves to making the records outstanding. The content contributes basically and efficiently to the goals of the curriculum.

Included in the series are the following records: EWR 310 A—"Leonardo da Vinci," and B—"Joan of Arc"; EWR 311 A—"Battle of Britain," and B—"Ben Gurion —The Birth of Israel." School price for the records is $5.95 each; list price, $6.50.

For additional information, write: Enrichment Teaching Materials, 246 Fifth Ave., New York, N.Y. 10001.

Enrichment Teaching Materials will soon have on the market American Document Enrichment Records. Each document is introduced with an excellent, authentic, and spell-binding account of the historical period and the background of each document.

Listening interest is increased with integrated music of the period, appropriate sound effects, and by carefully timed listening spans. Each important point of the document, essential to school curriculum, is explained simply before it is professionally presented in its more difficult, official, verbatim language. Each presentation concludes with a glimpse into national and international developments which followed as a result of the document. Each record presents two important American documents.

Records include: EAD 15 A—"Dred Scott Decision," and B—"John Brown's Last Speech"; EAD 16 A—"The New Freedom—Woodrow Wilson," and B—"Kennedy's Inaugural Address." Schools may purchase the records for $5.95 each. List price is $6.50.

The records may be ordered from: Enrichment Teaching Materials, 246 Fifth Ave., New York, N.Y. 10001.

The Great Plains National Instructional Television Library announces the addition of an elementary-level (third grade) telecourse to its video taped offerings.

The instructional series—*Our Changing Community*—contains twenty-eight 15-minute lessons and was produced by the Valley Instructional Television Association of Sacramento, California, at KVIE-

TV. The television teacher is Marjorie Prentice, a teacher/consultant with the Association. She is pictured with one of the series' directors, Richard Osborn.

The units of study embraced by the series delve into the areas of history, physical and cultural geography, sociology, political science, and economics. The lessons are open-ended, allowing the teacher considerable leeway in planning follow-up activities appropriate to the class. The problem-solving approach to teaching is employed.

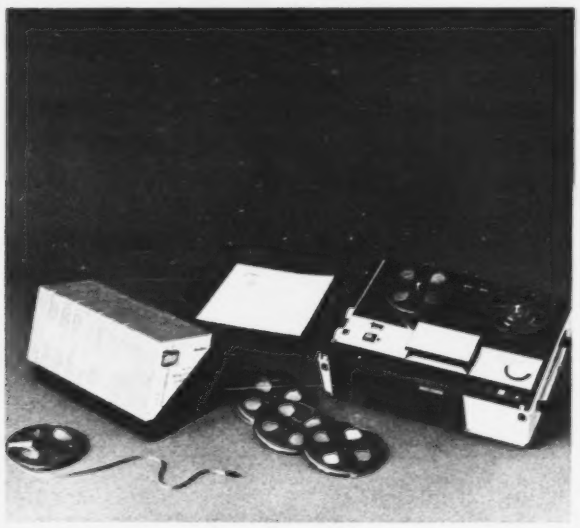
Quadruplex video tapes or a kinescope of representative lessons from *Our Changing Community* and a sample copy of the accompanying teacher's guide may be obtained for free, no-obligation previewing, from: Great Plains National ITV Library, University of Nebraska, Lincoln, Nebr. 68508.

The Great Plains National Instructional Television Library recently acquired a new video taped instructional series designed as a basic course of poetry study for secondary-level students.

The telecourse is entitled *Approaching Poetry,* and contains fifteen 20-minute lessons. It was produced by WNDT-TV, Educational Broadcasting Corporation, in New York City. The television teacher is poet Bruce Cutler, professor of English at Wichita State (Kansas) University.

The series, which employs imaginative visual aids, is intended to help the classroom teacher present poetry to those high school students who may never have been introduced to the subject. Its presentation features a balanced approach to the subject by taking into account the variety of ways one can approach and thus appreciate the poet's art. Pulitzer Prize-winning poet Gwendolyn Brooks appears as an on-camera guest during the series.

Quadruplex video tapes or a kinescope of representative lessons from *Approaching Poetry,* and a sample copy of the accompanying teacher's guide, may be obtained for previewing free, with no obligation, from: Great Plains National Instructional Television Library, University of Nebraska, Lincoln, Nebr. 68508.



Ideal School Supply Company has added to their line of instructional aids seven series of structured reading tapes. Each recorded lesson is 10 to 12 minutes in length and recorded on dual track. The series include 2705 *Reading Readiness,* 2715 *Classification-Opposites—Sequence,* 2725 *Initial and Final Consonants,* 2735 *Blends and Diagrams, 2745 Vowels, 2755 Syllable Rule and Accent Clue,* and 2775 *Word Building.*

Edited by qualified teachers and produced by professional voices on highest quality tape, the presentations will provide qualified assistance to any classroom teacher.

Accompanying pupil worksheets for each lesson are published on spirit masters from which a minimum of 200 good copies can be prepared.

Complete information, including names of area distributors, is available by writing: Ideal School Supply Company, 11000 So. Lavergne Ave., Oak Lawn, Ill. 60453.

Learning Through Seeing, Inc. has introduced a new auditory program designed for pre-reading, beginning reading, the disabled reader, English as a second language, Head Start, poverty programs, and speech correction at all levels.

The program, named *Auditory Discrimination Training,* contains 25 Microgroove 33⅓ rpm records which may be played on all record players. There are 25 lessons for classroom use and 25 lessons for independent self-instruction. Also included are response forms for self-instruction and a teacher's manual.

Auditory Discrimination Training has been researched in classrooms with students from all backgrounds, including severely deprived.

The price of the program is $59.50. It is available through LTS, Inc. audiovisual dealers. For information regarding your dealer, please write: Learning Through Seeing, Inc., 8138 Foothill Blvd., Sunland, Calif. 91040.

Teaching Technology Corporation is offering an exciting new series of educational children's stories which have been narrated by well-known personalities.

Called Audio Book "Talking Records," these children's classics are available on LP records with playing speeds of 33⅓ or 16⅔ rpm. The series has been masterfully narrated by Jeff Chandler, Marvin Miller, Gene Lockhart, Dan O'Herlihy, and others.

These special educational selections feature: *Pinocchio, Treasure Island, Robin Hood, Alice in Wonderland, Wizard of Oz, Legend of Sleepy Hollow, Adventures of Tom Sawyer,* and *Dickens' Christmas Carol.*

Audio Book records of popular children's stories are priced from $1.95 to $11.95 school net. Immediate delivery is promised.

Write: Teaching Technology, P.O. Box 505, North Hollywood, Calif. 91601.

SPECIAL EQUIPMENT

Automata Corporation, a subsidiary of Scientific Advances, Inc., now has available a unique electronic test-scoring instrument that automatically scores objective tests in a matter of minutes. Called the Automata 450, the machine can be used by higher elementary grades up through college level.

The Automata 450 utilizes computer circuitry—input-output, memory, logic, and control—to score tests at a rate of 30 every four minutes. One hundred test cards can be scored in one loading, and up to 450 can be scored in one hour, thus providing students with an immediate feedback, and teachers with substantial time savings.

In addition, the Automata 450 enables the teacher to determine at a glance the progress of the entire class. During scoring, the machine's exclusive Data-Dot Edge Marker puts a dark mark on the edge of the student's test card for every wrong answer. By simply glancing at the stack of cards, the teacher can immediately ascertain which questions were missed most frequently.

The machine prints the number of right and wrong answers on the top of each test card, and records class totals for the number right and wrong. Omitted answers are counted neither right nor wrong, thus allowing for weighted scores. Multiple answers are scored as incorrect.

For further information, write: Automata Corporation, 1305 Mansfield Ave., Richland, Wash. 99352.

Embosograf Corporation of America has developed the use of Embosograf Sign-Making Machines for the production of lettering for transparencies on clear acetate.

This process produces letters from ¼" high to 4" high in colors or black and white.

Any unskilled person can operate the Embosograf equipment, which does not use ink, heat, or electricity.

The Embosograf Machines have been in use for more than 30 years for the fast, simple, and economical production of films and TV titles, flash cards, visual aids, etc.

The 8" Embosograf unit will produce signs up to a size of 8" x 22" and lists at $562.10, F.O.B. New York City. The 14" Embosograf unit will produce signs up to 14" x 22", and lists at $910.45, F.O.B. New York City.

The Embosograf equipment is sold directly by mail from the manufacturing headquarters. Write: Embosograf Corporation of America, 38 West 21st St., New York, N.Y. 10010.

RCA has designed a student study carrel to provide an ideal learning environment for individual study.

Model EDC-15 carrel is ideally suited for libraries, learning resource centers, language laboratories, science labs, training facilities, or similar learning environments.

These booths adapt to a variety of combinations and arrangements. They may be used individually, in pairs, clustered, or in numerous other configurations as desired. The carrel provides ample working surface for the student and includes a shelf for book storage. The carrel will accommodate many types of dial access and audiovisual equipment, such as tape recorder and film, filmstrip or slide projectors to provide a more efficient learning space.

The carrels are attractively styled and sturdily constructed, with heavy-duty steel legs and leveling devices. The desk surfaces are made of mar-resistant laminate.

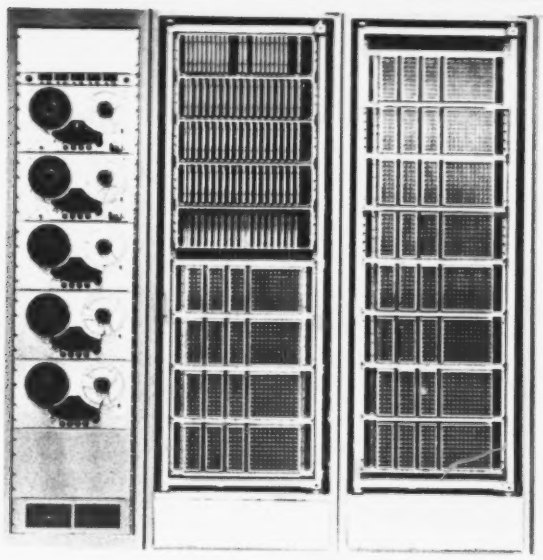
For more complete information, contact: RCA Instructional Electronics, Building 15-5, Camden, N.J. 08102.

Sylvania's Commercial Electronics Division announces a wireless classroom system consisting of an FM transmitter and FM receiver.

The receiver, designated STU-41031, is a solid state, four-channel unit that receives transmitted frequencies from a closed-loop antenna placed about the perimeter of an area up to 1600 square feet. Four individual pushbuttons are provided which permit switching to any channel as required.

The transmitter, STU-41010, is the heart of the system. It is a four-channel, low-power transmitter operating from an AC line for use in conjunction with a closed-loop antenna. Modulation is accomplished through four audio inputs. Provision is made for a microphone which can be switched to any combination of the four channels.

This wireless classroom system is available through Sylvania district sales offices or authorized sales agents. For additional information, write: Sylvania Electric Products Inc., Commercial Electronics Division, P.O. Box 268, Bedford, Mass. 01730.



Tele-Norm Corporation has developed the highly efficient and flexible new ERS-300 Electronic Information Retrieval System for learning laboratories and dial-access networks. It is suitable for a single language lab or expandable to an entire community.

Student pushbutton-dial positions can quickly request pretaped or live audio or video program materials from several remote sources. This includes those from other cities via tie-lines of the public telephone system linked to the ERS-300.

The Tele-Norm tape transport rack can provide up to twenty 90-minute programs, reel-to-reel. Automatic rescue and rewind occurs at any point that the last student disconnects.

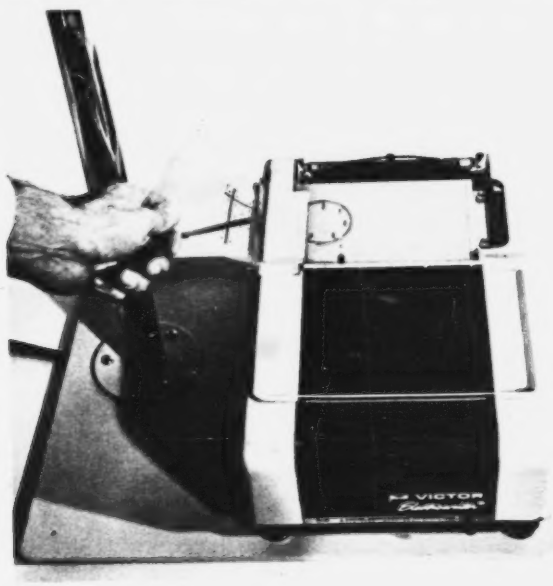
The electronic switching matrix and solid state logic controls of the ERS-300 are extremely reliable, operate in micro-seconds, and need almost no maintenance. Priced competitively with comparable mechanical systems, it provides much more capacity in less space. Expansion of program sources and student positions is virtually unlimited without making present equipment obsolete.

Several modes of access including single seizure, group hunting, student response, teacher monitor, clock or console control, are possible with the ERS-300. Student record and playback in connection with computer programing is possible.

Prices of the ERS-300 system are determined by requirements of each individual installation and compare favorably with less advanced electro-mechanical systems.

Professional consultation on specific application of the system is available, at no obligation, from: Tele-Norm Corporation, 32-31 57th St., Woodside, N.Y. 11377.

Victor Comptometer Corporation has added a new side-slide insert capability to the Victor Electrowriter Blackboard (VERB). Electrowriter is a "write it here—see it there" machine that reproduces handwriting remotely. As the instructor or meeting leader writes on

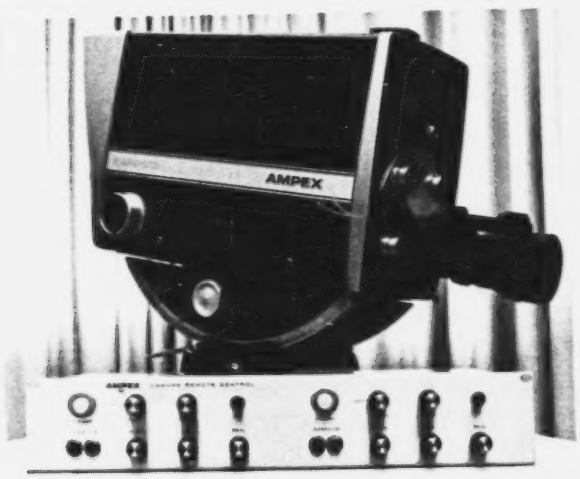


his transmitter, his writing appears on receivers and is projected on screens in any number of locations over telephone lines. Voice and writing can be transmitted both ways.

The insert enables a teacher to prepare his remote material in advance. He can place a 9" x 3¾" slide into his Electrowriter transmitter and tell the classroom proctor over the telephone to insert the identical acetate slide into the side of the receiver. Instead of drawing the diagrams during class, the teacher can be concerned with lecturing. He can write in additional notes on the prepared material as he goes along.

Write: Victor Comptometer Corporation, Business Machines Group, 3900 N. Rockwell St., Chicago, Ill. 60618.

TELEVISION



Ampex Corporation has placed on the market a new closed-circuit studio television camera designed for local or remote control in multi-camera operations.

The new Model CC-327 camera's design anticipates centralized control of one or more cameras in sophisticated educational closed-circuit television applications.

An optional remote control unit operates system power, beam current, target voltage pedestal, and video gain. It is available for mounting in a standard 19" rack as a one- or two-camera remote control panel. The new camera features a two-way communications system for dialogue between cameraman and the remote unit operator.

Other features include a 9" electronic viewfinder; single cable operation; four-position, rear-actuated "C" mount lens turret; rear-operated image tube focusing; top and rear tally lights; composite or noncomposite output with internally generated industrial sync; and EIA RS-170 type outputs, composite and noncomposite simultaneously when driven by an external EIA generator.

The CC-327 camera sells for $2700. Single camera control unit is $300 and double camera unit is $550. The camera is 25½" long, without lenses, 11⅜" wide, and 14½" high. Weight is 67 pounds. It is available now.

Write: Ampex Corporation, Consumer and Educational Products Division, Elk Grove Village, Ill.

EPIC Inc. announces a new Vidicon Tube Type 2000, a television camera tube sensitive in the range from 3500 to 18,000 Angstroms. Marketed under the name Resistron, the tube is suitable both for television camera operation in infrared light and for observing hot bodies at temperatures over 250°C.

The tube has a very low photoelectric lag and a high sensitivity to infrared illumination. The electron gun is provided with a separate mesh. The tube can be used practically on any television camera commercially available instead of any other standard 1" Vidicon tube.

Write: EPIC Inc., 150 Nassau St., New York, N.Y. 10038.

RCA has designed and is manufacturing a completely new line of 2500 MHz Instructional Television Fixed Service equipment.

The TTI-10A television transmitter is solid state equipment (except for the traveling wave tube power amplifier) designed for continuous service. This is "second generation" equipment designed to transmit color as well as monochrome TV signals. It is completely assembled and contained in a single cabinet ready for installation.

The TTI-10D Down Converter, a high gain, solid state unit for mounting next to the receiving antenna, converts the 2500 MHz signal to VHF channels for distribution to the classroom receivers. It converts up to four adjacent 2500 MHz channels with full-color capability. It is housed in a rugged, weather-proof housing and is designed for continuous outdoor operation.

The TFE-10A is a wedge-type transmitting antenna for omni-directional radiation. Due to its special design, only one model is needed to cover the entire 2500 to 2690 MHz band.

Further information is available from: RCA Instructional Electronics, Building 15-5, Camden, N.J. 08102.

Sony Corporation of America, VTR Division, is now offering the Model DXC-2000 viewfinder camera. This low-cost, high-quality 2:1 interlace camera is especially suited for studio use in both educational and training applications. Specially designed circuits produce a clear picture with 650 line resolution and full reproduction of the 10-step RETMA gray scale. Operating modes include both slow- and stop-motion.

Other features include automatic aperture and gamma correction; crisping; noise limiting; and automatic pedestal and shading. The sensitivity control automatically adjusts for a high resolution picture over a wide range of light levels (200 lux to bright outdoor 100,000 lux).

The electronic viewfinder, Model DXF-4, mounts on top of the camera housing for direct monitoring of camera output.

Write: Sony Corporation of America, VTR Division, 47-47 Van Dam St., Long Island City, N.Y. 11101.

Sylvania Electric Products Inc., Commercial Electronics Division, has introduced a low-cost viewfinder television camera.

This Sylvania solid state camera, designated the SC-16A, contains a nine-inch monitor/viewfinder as an integral unit permitting direct viewing control at the camera. This unit has a minimum horizontal resolution of 650 lines and a built-in 4:1 zoom lens as standard equipment. An intercom system for communication between cameraman and control room is available.

The SC-16A camera may be obtained through Sylvania district sales offices or through authorized Sylvania agents. For more complete information, write: Sylvania Electric Products Inc., Commercial Electronics Division, P.O. Box 268, Bedford, Mass. 01730.

TRANSPARENCIES AND SLIDES

AEVAC introduces an important and timely new transparency series for teaching Afro-American history. This will be ready for use by September 15.

The entire set totals some 17 transparencies—each with multiple overlays, rich in color and design.

Individually, the transparencies afford clear, step-by-step development of single topics. Collectively, they provide a concise, yet remarkably comprehensive chronicle of the Negro in America from Colonial times through the final days of Martin Luther King.

Highlights include the Underground Railroad and early slave rebellions, the Abolition Movement, Reconstruction, and the Negro and the Populist Revolt. Also included are an analysis of Supreme Court civil rights decisions, and an examination of the Negro in the arts . . . and in the ghettos.

As editorial supervisors, AEVAC has engaged Bernard Corrigan, New York City social studies department head, and John Henrik Clarke, associate editor of *Freedom Ways* and lecturer on African and Afro-American History at New York University.

Further information is available from: AEVAC Inc., 500 Fifth Ave., New York, N.Y. 10036.

AEVAC now has available the following new government series: *The Bill of Rights*—13 transparencies, 29 overlays ($76.10); *Constitutional Amendments, Eleventh Through Seventeenth*—8 transparencies, 14 overlays ($41.10); *Constitutional Amendments, Eighteenth Through Twenty-fifth*—6 transparencies, 14 overlays ($37); *Key Supreme Court Decisions, 1803-1905*—7 transparencies, 15 overlays ($43.75); *Key Supreme Court Decisions, 1911-1966*—6 transparencies, 16 overlays ($39); and *U.S. Government and How It Works*—11 transparencies, 21 overlays ($55).

Also recently published is the complete series of *European Territorial Changes Between the Two World Wars,* which consists of 10 transparencies and 17 overlays ($49.75).

Contact: AEVAC Inc., 500 Fifth Ave., New York, N.Y. 10036.

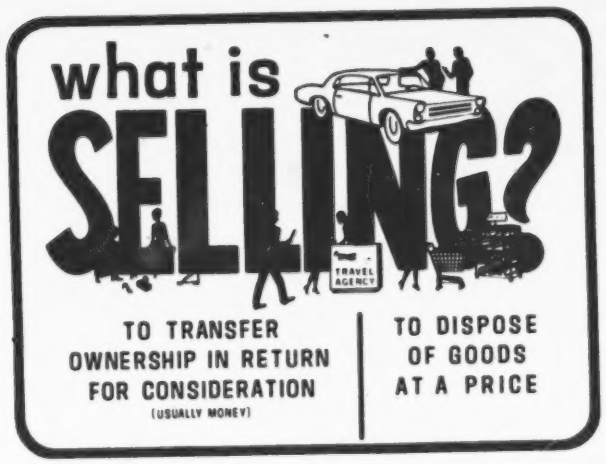
AEVAC has recently published a new three-part *Ancient World History Series.*

Part I, *Civilizations of the Ancient World,* includes 14 transparencies with 30 overlays ($79) in full color. This series depicts the first known centers of early civilization, probing the oldest archaeological sites yet disovered. They reveal how men first established social, political, and cultural communities.

Part II, *Age of Greece,* includes 15 transparencies and 42 overlays ($97). This set examines the amazing cultural phenomenon that was ancient Greece. From the rise of the city-state to the Alexandrian era, this is a revealing survey of one of Western history's greatest "golden" ages. Such subjects as the Athenian citizen, Spartan government, and Greek civilization—strengths and weaknesses offer a complete and concise history of the *Age of Greece.*

Part III, *Age of Rome,* includes 18 transparencies with 46 overlays ($112). This series follows the destiny of Rome from its founding to its eventual downfall at the hands of "barbarian" invaders, covering such areas as Roman expansion and political upheaval, Julius Caesar, Pax Romana, Roman architecture, law and literature, the downfall of Rome, etc.

Write: AEVAC Inc., 500 Fifth Ave., New York, N.Y. 10036.



Colonial Films, Inc. has produced a series of multi-colored overhead transparencies dealing with the beginning phases of distributive education. As indicated, Series I, III, and IV are useful in all vocational programs.

Series I—Good Grooming (19 transparencies) presents basic good grooming rules that apply particularly to students about to enter the working world. Price: $60.

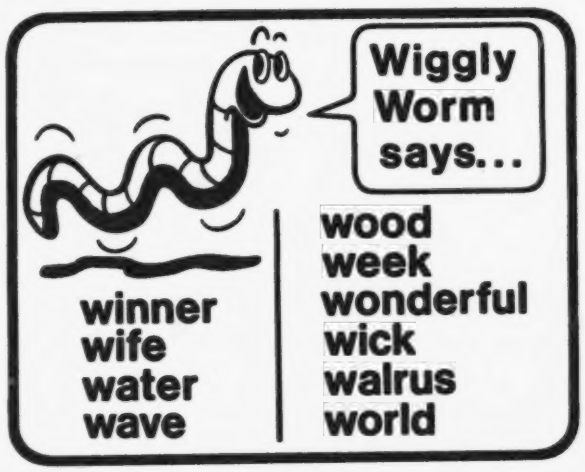
Series II—Orientation to Distributive Education (17 transparencies) introduces D.E. to high school students, post secondary students, civic organizations, parents, teachers, and interested groups. Price: $50.

Series III—Job Application and Job Interview (14 transparencies) explores the various phases in applying for a job and participating in a job interview, and illustrates pertinent forms. Price: $40.

Series IV—Basic Salesmanship (21 transparencies) defines selling, points out the basic channels of distribution and reasons people buy, and explores the major steps in a sale. Price: $65.

Teacher's guides are printed on the protective sleeve for each projectual.

The complete set sells for $215 and is available for preview. Write: Colonial Films, Inc., 752 Spring St., N.W., Atlanta, Ga. 30308.



Colonial Films' new *Language Arts Overhead Transparency Program* presents a simple, easy-to-understand, easy-to-use functional phonics approach to the teaching of reading.

Based on coordinating listening, speaking, reading, and writing activities, there are three series in Set I: *Easy Consonants* (b-d-f-h-l-m-n-p-r-t-v); *Difficult Consonants* (j-k-q-w-x-y-z); and *Consonants with Two Sounds* (hard c-soft c- hard g-soft g-s-s like z). For each consonant, there are three transparencies with overlays and three printed language activity cards. Teacher's guides are printed on the protective sleeve for each projectual.

Designed for use with a class, a group, or individual students, the materials are ideally suited to any developmental reading program and are equally effective in remedial work.

The program fits into all basic text material and will add to students' knowledge and understanding of the fundamentals of the spoken and written English language.

Priced at $175.50 for 72 transparencies and 72 printed cards, the program is available for preview. Contact: Colonial Films, Inc., 752 Spring St., N.W., Atlanta, Ga. 30308.

Colonial Films, Inc. has developed *Using the Library,* new multicolored overhead transparencies for use in the classroom or in the library as an aid to teaching library skills.

The four series in the set are: *Using the Card Catalog* (8 base plates, 20 overlays), $37; *Finding a Book in the Library* (10 base plates, 15 overlays), $33; *The Dictionary* (9 base plates, 13 overlays), $28.50; and *The Encyclopedia* (6 base plates, 13 overlays), $21.

The transparencies provide simple, easy-to-understand, necessary information and utilize overlays in a build-up technique to illustrate concepts.

To give additional flexibility, certain projectuals have been designed so that the basic information shown can be adapted to the organization of the local school library and the material found in it.

A brief teacher's guide outlining content is printed on the protective sleeve for each projectual.

Available for preview, the complete set of four series is only $119.50. Contact: Colonial Films, Inc., 752 Spring St., Atlanta, Ga. 30308.

GAF Corporation has designed a visual program called *Sex Education: Understanding Growth and Social Development* for use in the middle grades and junior high school.

The purpose of this series of 72 color transparencies for overhead projection is to help students develop a positive understanding of their physical, psychological, and emotional selves as sexual beings.

The carefully conceived artwork in conjunction with the 221-page detailed manual of lesson plans encourages prepubescent and adolescent students to ask questions which they too frequently hesitate to pose.

Each of the eight units develops a single broad aspect. The order of the units is deliberately arranged to provide basic understanding for each subsequent unit. Each transparency consists of a basic concept which can be enlarged through a succession of overlays.

The complete set of Projecto-Aid® transparencies with instruction manual costs $320. It is available from: GAF Corporation, 140 West 51st St., New York, N.Y. 10020.

GAF Corporation's program of color transparencies for overhead projection, *Introduction to Computers,* is designed for educational use in high schools and colleges.

The series provides general information about computers and explains how they work and what they are able to do. Since it is not necessary to understand the complex internal workings of computers in order to use them, technical explanations have been kept to a minimum.

The program has been designed to serve two categories of educational interest:

- The full set is recommended for all those who are quantitatively oriented, studying physical science, mathematics, or engineering in high school or college.
- For those whose interest in computers is of a more general nature, a partial set of transparencies is suggested.

An instruction manual with bibliography is included in the set.

The set of 31 Projecto-Aid® transparencies plus instruction manual costs $130 and can be purchased from: GAF Corporation, 140 West 51st St., New York, N.Y. 10020.

GAF Corporation has developed a set of color transparencies for overhead projection, *Introduction to Statistics,* to be used in entirety or in part as a supplementary teaching aid at the junior high school level, or with a first course in statistics on the college level.

This set is much more than a visualization of separated individual concepts in statistics. Rather, the amount and arrangement of material plus the follow-through from one transparency to another present an integrated picture that not only introduces but also relates the major subject areas of statistics. An instruction manual is provided for use by the teacher. Student activity sheets are included as a supplement to several of the transparencies. These handout sheets enable students to do the calculations indicated and then compare their results with the solutions later shown on the transparency overlays.

This set of 29 Projecto-Aid® transparencies is priced at $120 per set, or from $3 to $6 for individual transparencies. The set can be ordered from: GAF Corporation, 140 West 51st St., New York, N.Y. 10020.

Hammond Incorporated presents the *Hammond World Distribution Transparency Series,* which shows clearly and colorfully where man lives, how he lives, and the geographic factors that relate to his activities.

This new series for overhead projector use consists of eight sets: the world, the United States, and the six continents.

Each transparency in the series contains eight overlays covering temperature, rainfall, natural vegetation, land use, population, transportation, climate, and resource distribution.

The overlays will most often be used independently of each other. However, the employment of complementary colors for overhead projection permits, for example, the use of natural vegetation and rainfall together. Thus, geographical relationships become more meaningful.

Individual transparencies in the *World Distribution Transparency Series* sell for $15; the complete set of eight, for $110. Write: Education Division, Hammond Incorporated, Maplewood, N.J. 07040.

Hammond Incorporated announces the *Hammond-Newsweek Transparency Series,* prepared by the editorial department of *Newsweek Magazine* and produced by Hammond. The series deals with basic social, scientific, and cultural issues of our time.

Each set in the series for overhead projector use contains 12 full-color transparencies that illustrate quantitative and qualitative aspects, packaged in a plastic storage sleeve; a four-page teacher's manual providing background information and specific discussion questions; and a one-page quiz designed for easy duplication.

Now available are *Election of a President* and *World Food Crisis.* Ready in September will be *Consumer Economics, Urban Crisis, Conquest of Space, Africa, Oceanography,* and *Conservation.*

Individual sets (8½" x 9¾") list for $12; the complete series is $96. They are available from: Education Division, Hammond Incorporated, Maplewood, N.J. 07040.

The Instructo Corporation has developed a series of five primary transparencies entitled *The Earth and Sky* to help young children understand the earth's movements and how it receives natural light. The transparencies utilize realistic scenes and practical classroom demonstrations. Overlays dramatically change daytime scenes to night; a rotating "earth" clearly illustrates rotation; and shadows appear, disappear, and change direction as overlays and masks are manipulated. Each transparency involves student participation to aid discovery and help children grasp difficult concepts. Manipulatives operated by children make learning fun and concepts more meaningful.

Release date for the transparency series is December 1968, when it will be available through Instructo dealers. Literature may be had by writing: The Instructo Corporation, Paoli, Pa. 19301.

The Instructo Corporation announces a new series of 12 transparencies, *Light and Color,* which will be produced before the end of 1968.

It is designed for a sixth-grade curriculum, but is easily adapted to use at the junior high level.

Several transparencies contain manipulative materials to be used on the stage or in front of the lens of the projector in actual experiments. One transparency, *Experiments with Colored Objects,* enables students to manipulate various colored filters and observe the effects on objects of various colors. Another transparency, *Experiments with Colored Light,* permits the combining of beams of colored light to produce white light—plus several other surprises. *How Color Pictures Are Made* demonstrates the method of printing full-color pictures in books using the four basic color inks.

The series will sell for approximately $50, and is available through Instructo dealers. Literature will be available late this year from: The Instructo Corporation, Paoli, Pa. 19301.

The Instructo Corporation will publish a new series of 21 transparencies, *Word Forms and Functions.* The transparencies have been designed for use in the elementary grades and will be most helpful at the intermediate level.

The transparencies are colorful and contents are geared to the interest level of children in the grades for which they are intended. Most of them contain "discovery" overlays in addition to "work" or review overlays which are to be completed by the children in the class.

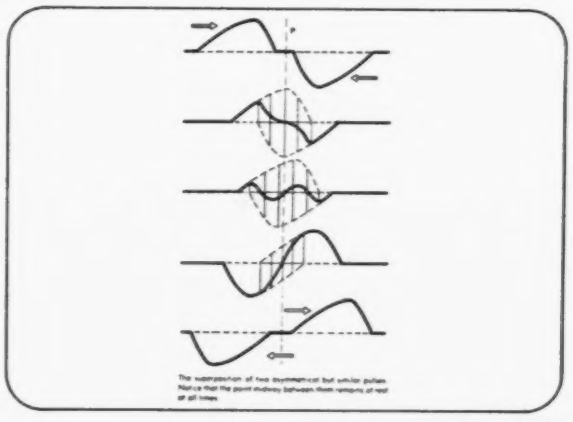
Some titles include: *Distinguishing Proper and Common Nouns, Using Possessive Pronouns,* and *Identifying Adverbs.* In all there are six transparencies covering nouns, three on verbs, three on pronouns, three on adjectives, three on adverbs, and three on other word forms.

This series of transparencies will be available by the end of 1968 from Instructo dealers. Literature will be available from: The Instructo Corporation, Paoli, Pa. 19301.

Milliken Publishing Company is introducing a 10-title science series jam-packed with beautifully oriented living color transparencies. Each book includes 12 full-color transparencies plus four duplicating pages for testing and review. In addition, bound in each book is a teacher's guide with background information, answers, and, where applicable, further student activities. Each title is specifically designed to lend itself to a lecture and deskwork program.

Titles are: *Birds, Plants, Insects, Amphibians and Reptiles, Mammals, The Solar System, Outer Space, Space Travel, Oceanography,* and *Prehistoric Life.*

The above titles are available for just $6.95 each through Milliken dealers or directly from: Milliken Publishing Company, 611 Olive St., St. Louis, Mo. 63101.



PHYSICS OVERHEAD TRANSPARENCIES

Modern Learning Aids has introduced a series of 75 *Physics Overhead Transparencies* which cover: *I, Mechanics; II, Optics and Waves; III, Electricity and Magnetism;* and *IV, Atomic Structure.* They were developed to fill a need for visual materials that are simple, lucid, and directly connected with classwork and can be used with any modern physics program on the secondary level or with a first-year college physics program. They are easily coordinated with the PSSC Physics course, the N.Y. State Syllabus, the Harvard Project Physics course, or a traditional physics course.

Physics Overhead Transparencies were designed to enable the physics teacher: (a) To project full-size accurate diagrams without having to resort to the blackboard, (b) to develop more precise visual concepts of important ideas and phenomena in physics, and (c) to summarize or to test the development of ideas.

The set of 75 transparencies including an attractive blue vinyl carrying case is available for purchase at $110 from: Modern Learning Aids, 1212 Avenue of the Americas, New York, N.Y. 10036.

Sandak, Inc. now has available a set of 30 color slides (2" x 2", 35mm, in glass protected mount with imprinted documentation) entitled *The Artist as Social Critic* (Set No. 5-81). Priced at $37.50, the set outlines in 19th and 20th century painting, graphics, and sculpture significant examples of social interpretation and criticism by artists of the period. Examples are: Goya, "Shooting of Citizens, May 3, 1808"; Daumier, "Third Class Carriage"; Rivera, "The New Freedom"; Picasso, "Guernica"; Shahn, "Integration Supreme Court"; and Rosenquist, "Marilyn Monroe."

The set of slides is available on 30-day approval. Write: Sandak, Inc., 4 East 48th St., New York, N.Y. 10017.

Sandak, Inc.'s *Contemporary Art in America, 1950-1967* (Set No. 637) consists of 80 color slides (2" x 2", 35mm, in glass protected mount with imprinted documentation) focusing on major movements in contemporary American art. Examples of painting and sculpture illustrating abstract expressionism, pop art, op art, etc. are included.

Set No. 637 is priced at $100, and is available on 30-day approval to institutions. Contact: Sandak, Inc., 4 East 48th St., New York, N.Y. 10017.

Sandak, Inc. recently produced *Art of the Ancient World* (Set No. S-36), an edited survey of sculpture and architecture from the ancient civilizations of the Near East and Mediterranean world. This set of 50 color slides (2" x 2", 35mm, in glass protected mount with imprinted documentation) lists at $62.50. Significant examples of sculpture and architecture illustrate the cultures of Egypt, Babylon, Assyria, the Aegean, Greece, Etrusca, and Rome.

The set is available to educational institutions on 30-day approval. To purchase, write: Sandak, Inc., 4 East 48th St., New York, N.Y. 10017.

Tecnifax/Visucom announces *Texas Education Agency (TEA) Masterbooks,* which now put complete instructional courses of overhead projectuals within every school's budget. Low prices are possible because initial preparation of the courses was undertaken for the Texas school system under contract with the U.S. Office of Education, greatly reducing the cost. For the greatest possible savings, courses are available as books of transparency masters, which are used for the preparation of projectable film transparencies, using any diazo processing equipment. *TEA Masterbooks* are also available at higher prices as complete sets of projectable diazo film prints, ready for mounting, and also as sets of printed and mounted projectuals, ready for classroom use. Ten different *Masterbook* sets cover a variety of subjects, and teacher's guides are available for each set. Prices for a complete *Masterbook* set of transparency masters covering an entire instructional course range from $3.96 to $16.58.

Complete information on these *TEA Masterbooks* can be obtained from local Tecnifax dealers or by writing: Tecnifax/Visucom, Chicopee, Mass. 01020.

Tecnifax/Visucom's new Visu-Book Series of Overhead Transparencies, *Government II,* will simplify teaching of representative government and will be especially valuable in a national election year. Prepared by the authors of the highly regarded Visucom *Government I* Series, this new set covers the governmental system, including nominating and election procedures, lawmaking through representative government, and political parties and viewpoints. The visual technique facilitates understanding of abstruse principles and stimulates group discussions. Like all Visu-Book sets, this new volume features "book-bound" format that greatly simplifies handling and storage, yet affords complete flexibility in presentation. The set includes 14 projectuals and 33 overlays, and is complete with teacher's notes.

Complete information and preview literature can be obtained from local Tecnifax dealers or by writing directly to: Tecnifax/Visucom, Chicopee, Mass. 01020.

Tweedy Transparencies' *Business Practice Series 1550* provides a visual and developmental method of teaching various subjects in business education. Designed as a result of classroom experience, the transparencies use two methods of presentation: The build-on method of adding successive overlays for the step-by-step teaching of each concept, and the slider method which reveals information as appropriate. The fundamental educational technique of progressing from simple to complex is fully utilized in this series. The transparencies may be used in many business subjects, such as introduction to business, consumer education, salesmanship, business management, marketing distribution, retailing, and business law.

Series 1550 consists of 33 transparencies divided into five categories. This series will be introduced in time for the September school term. Prices are not yet available.

For additional information, write: Tweedy Transparencies, 208 Hollywood Ave., East Orange, N.J. 07018.

Tweedy Transparencies will have available in September 1968 their *Basic Economics Series 1860.* This series deals with the complex, but vital, concepts and factors contributing to an understanding of economics. The visual medium is especially well suited to a presentation of this type, and the complexities of various economic concepts have been presented in an easily understandable and developmental sequence.

The series is designed primarily for high school students, but will have great value in junior high school, college level, and adult education programs as well. Prices for the series are not yet available.

To obtain additional information, write: Tweedy Transparencies, 208 Hollywood Ave., East Orange, N.J. 07018.

Tweedy Transparencies, in *Contemporary Algebra (A First Course) Series 1430,* incorporates the current trends in algebra curricula with the most modern instructional technology. The transparencies in this series have been developed to maximize the advantages of the overhead projection technique, which is eminently well suited to the instructional needs of the contemporary mathematics curricula. Series 1430 is designed to communicate vital facts and concepts dynamically and with clarity, exploiting the step-by-step developmental procedure made possible with overhead transparencies.

The series consists of two parts and a total of 16 units—eight units in each of the two parts. The 92 transparencies which make up this series plus two heavy-duty, specially designed carrying cases, fine point acetate marking pens and pencils, and clear acetate worksheets sell for $569. Part I is $259, Part II is $329, and transparencies can be purchased individually. Prices will vary depending on the number of overlays.

Write: Tweedy Transparencies, 208 Hollywood Ave., East Orange, N.J. 07018.

NOTE: The AVI GUIDE TO NEW PRODUCTS section may be detached from the magazine without damage to either section.

NOTE: Please use the postcards on the facing page for requesting additional information on any new products listed in this AVI GUIDE TO NEW PRODUCTS. *Send your request directly to the manufacturer—not to AVI.* The name and address of the producer is given at the end of each description of a product listed in this Guide.

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☐ I find the AVI GUIDE TO NEW PRODUCTS valuable and feel it should be issued annually.

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